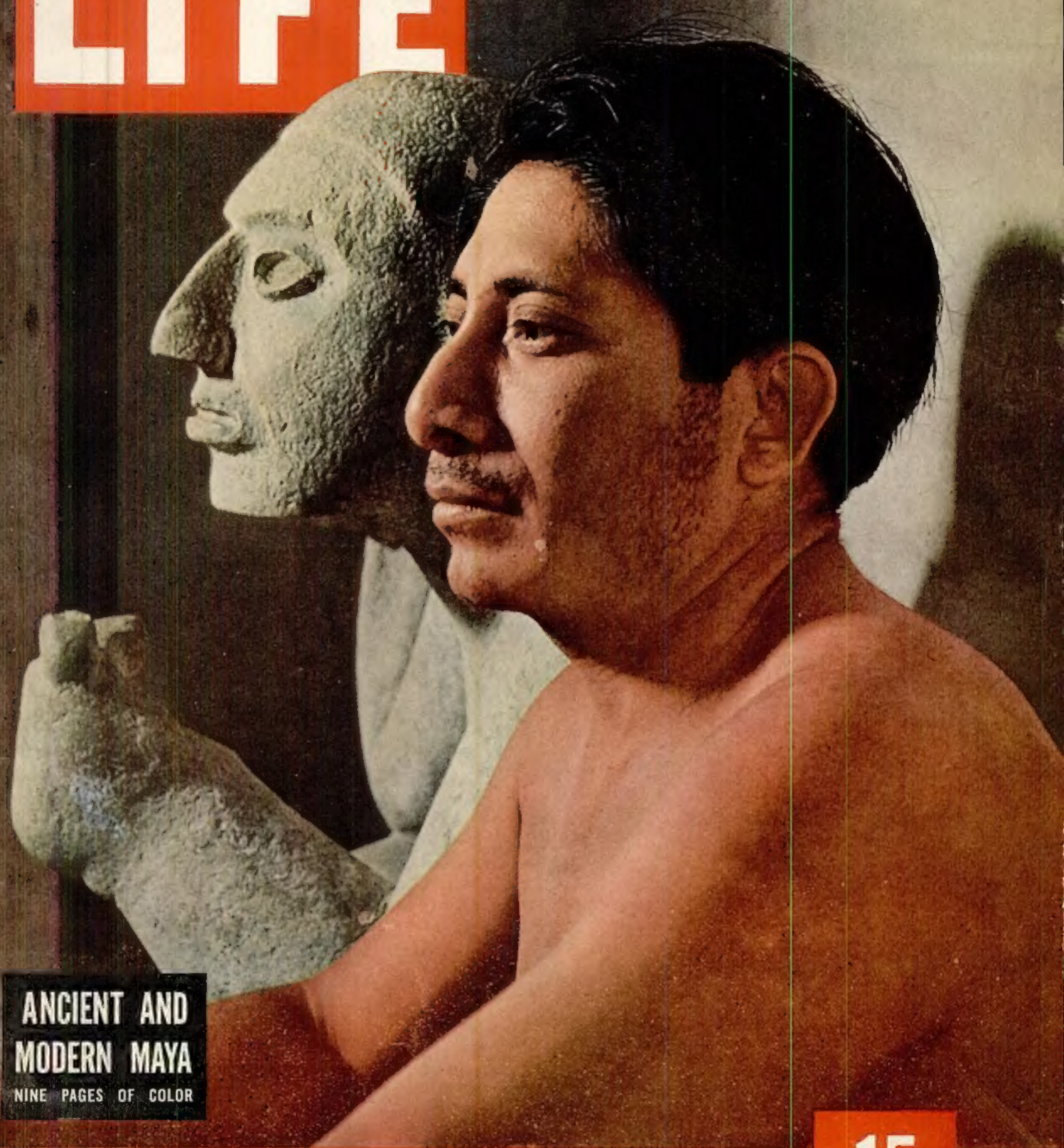


LIFE



**ANCIENT AND
MODERN MAYA**

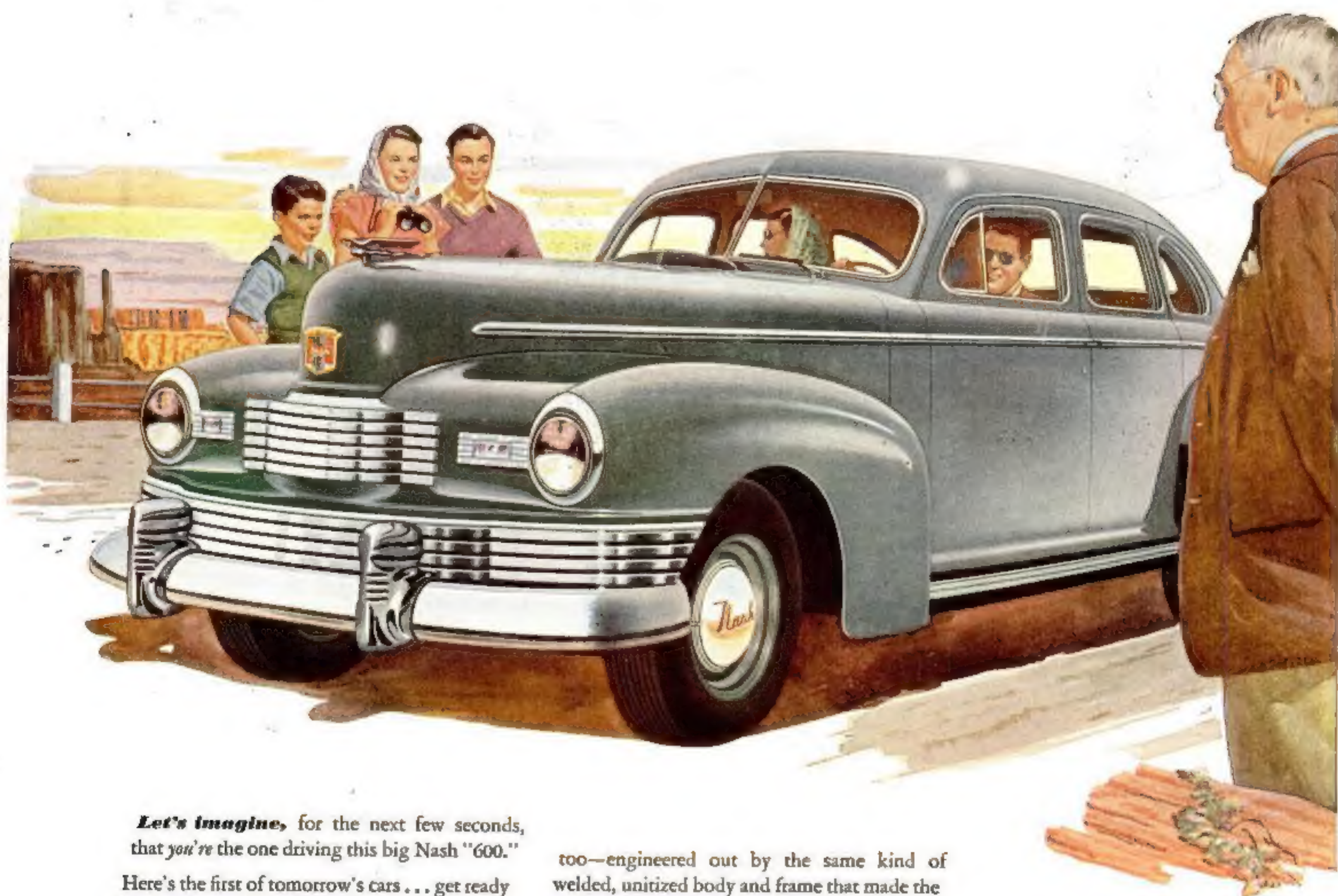
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JUNE 30, 1947

15 CENTS

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Pamper yourself for 45 seconds



Let's imagine, for the next few seconds, that *you're* the one driving this big Nash "600."

Here's the first of tomorrow's cars . . . get ready for a wonderful new feeling!

It's lively. It's quick. It's eager to romp over the hills.

It goes—and goes—and goes on a gallon of gas. From 500 to 600 miles on a tankful, at moderate highway speed!

The old-time drag of dead weight—*that's out*. New ease of steering—*that's in*. And with Nash coil-springing on *all four* wheels the bumps disappear like magic!

Rattles and squeaks? They're old-fashioned,

too—engineered out by the same kind of welded, unitized body and frame that made the streamliner train famous.

And it's no illusion that the air is fresher. That's Nash Conditioned Air you're breathing . . . filtered of dust, rid of stuffiness, and warmed, when desired, by the famous Weather Eye.

Yes—it's *Tomorrow's* motoring—even to a Convertible Double Bed if you like.

But why read about it—when you can see for yourself why the nation-wide swing is to Nash! There's a new kind of automobile dealer in America today. That's where you'll find the new Nash "600" and the new Nash Ambassador.

You'll be ahead with

Nash

NASH MOTORS DIVISION, NASH-KELVINATOR CORP., DETROIT



Typical example: the B. F. Goodrich tire that outwears prewar tires

SOUTH of the Mason-Dixon line, scorching highways provide tough testing grounds for any tire. Yet a Georgia automobile dealer writes that B. F. Goodrich tires are still going strong after upwards of 40,000 miles service.

Pictured above in the light suit is J. A. Wynche of the John Alden Motors Company, Macon—who writes: "According to my speedometer I have gotten 40,472 miles of service out of two B. F. Goodrich Silvertown tires installed in February 1945—and 33,260 miles from two other B. F. Goodrich tires installed later.

"These tires have been subjected to all types of driving conditions, including rough country roads. Yet their condition is such that they could

be safely driven a few thousand miles more before recapping.

"I have been in the automobile business since 1907, and it is nothing unusual for me to observe and note exceptional performances. This is by far the greatest mileage I have ever secured from any set of tires. I can truthfully and conscientiously say that the new B. F. Goodrich Silvertown tires outwear prewar tires...or any other tires I have used."

One reason these tires outwear prewar tires is their wider, flatter tread. This tread puts a greater span of rubber on the highway, takes a firmer grip, spreads car weight over a larger area, and distributes road impacts more evenly. The extra rubber shares the wear, and as a result gives more mileage with

greater safety. Other B. F. Goodrich features include: sturdier top ply, extra breaker strip, 35% stronger cords to resist blowout, quiet-running, skid-resisting tread design.

Prices Now Reduced!

Now you can get the tire that outwears prewar tires in all popular sizes at less than prewar prices! And there has been no lowering of quality. *The B. F. Goodrich Company, Akron, Ohio.*

B.F. Goodrich
FIRST IN RUBBER

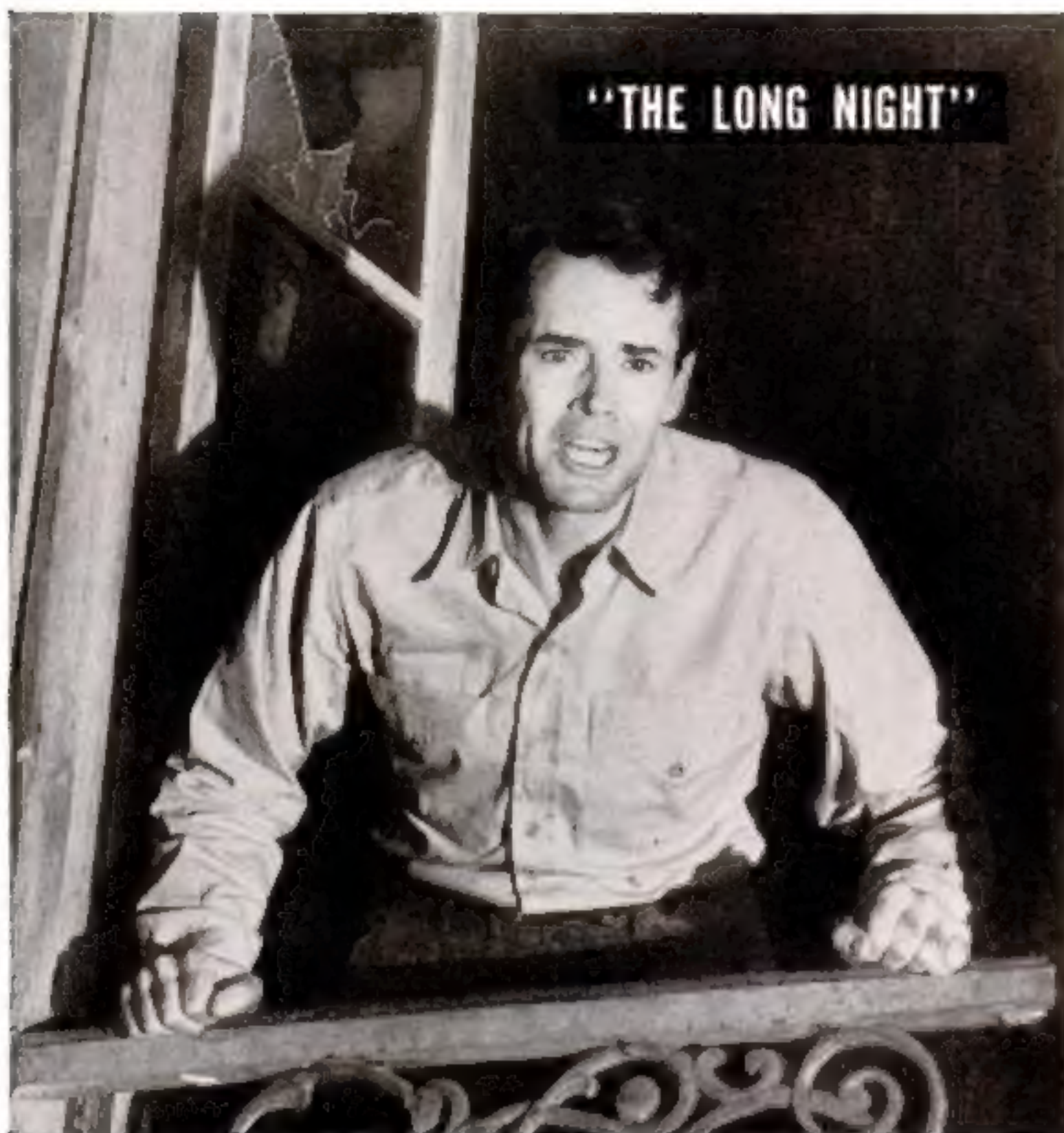
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DFY9-X46-KX9L

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RKO's PIC-TOUR OF THE WEEK



"THE LONG NIGHT"

ENRAGED by mob below, killer suspect, **HENRY FONDA**, jeers defiantly from hotel window, while police bullets riddle barricaded door. Scene from *The Long Night*, a Hakim-Litvak production, which co-stars **BARBARA BEL GEDDES**, **VINCENT PRICE** and **ANN DVORAK**.



"MAGIC TOWN"

SITTING PRETTY, and pretty pleased with their new film roles, are **JAMES STEWART** and **JANE WYMAN**, co-stars in *Magic Town*. Film shows what happens when two, who can't see eye-to-eye, suddenly find themselves heart-to-heart. A **ROBERT RISKIN** independent production.



"FUN AND FANCY FREE"

WEAVING wondrous tales about a Magic Castle in a golden land called Peaceful Valley, **EDGAR BERGEN** holds youthful audience spellbound in this cozy scene from **WALT DISNEY's Fun and Fancy Free**. This Technicolor musical cartoon feature boasts big cast, including **DINAH SHORE**.

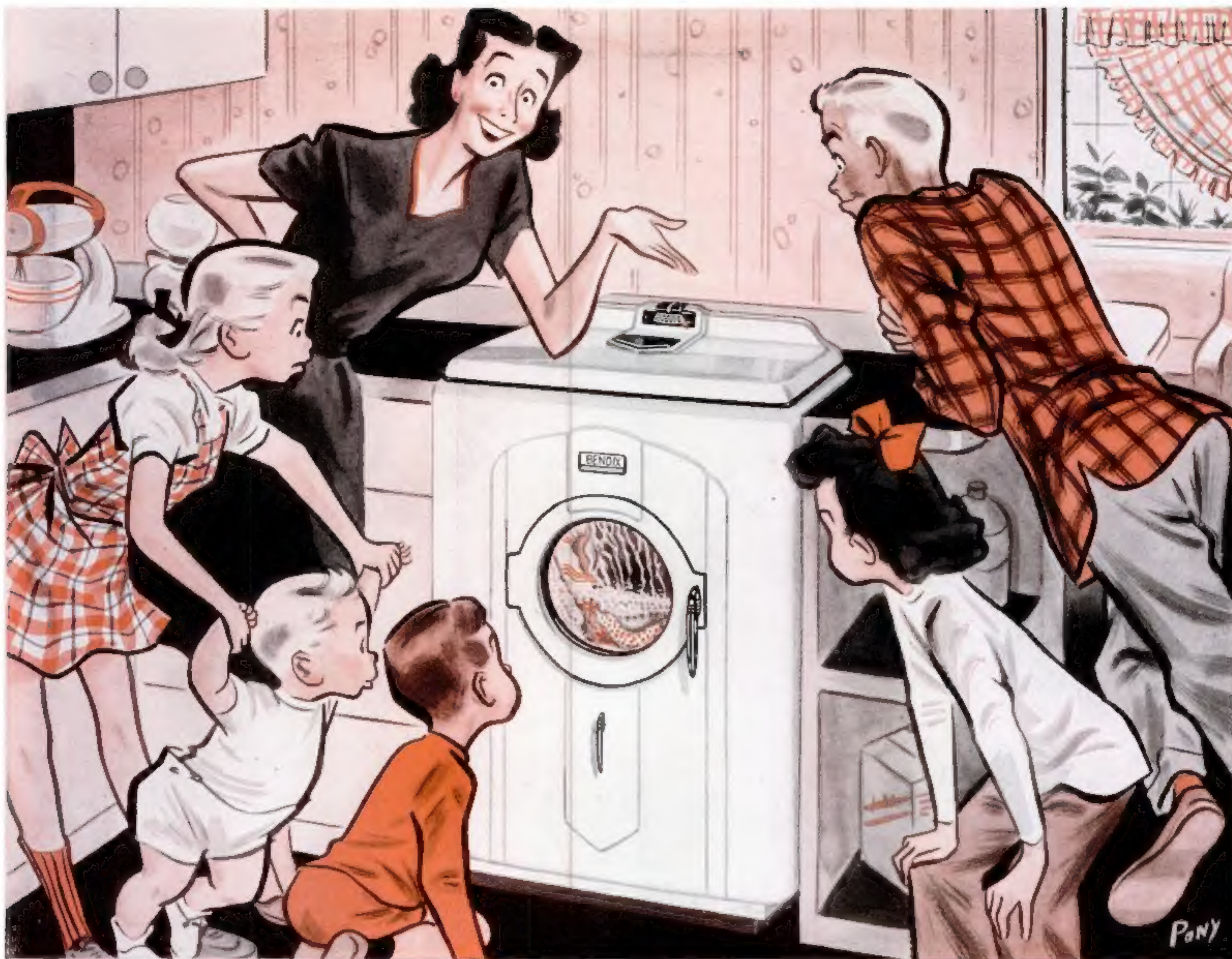


"CROSSFIRE"

STRAIGHT-IN-THE-EYE closeup of **ROBERT YOUNG**, for dramatic scene in RKO's *Crossfire* requires serious concentration. Director **Edward Dmytryk** (second from right) and camera crew watch with analytical eyes. Cast includes **ROBERT MITCHUM** (right foreground), **ROBERT RYAN**.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE





I had **5** good reasons for buying a **BENDIX**

You can count them for yourself. And if you have youngsters you'll know what I mean.

More wash to do and less time to do it. That made the Bendix washer a must in our family. And what a blessing it is! I just put in the clothes, set the dial, add soap, and I'm through. The Bendix washes, triple rinses, damp dries. Then cleans itself, drains itself, and shuts itself off. I don't even have to be there. I'm free to take care of the children or do other housework.

1. KIDS GET CLOTHES DIRTY. And my Bendix gets them clean! That tumble-action washing really does a job on ground-in dirt. And yet it's so gentle I can wash even delicate things in the Bendix.

2. BABY SKINS ARE TENDER. Their diapers must be super-washed and super-rinsed or baby

gets a rash. The Bendix triple-rinse is made to order. It rinses out soil and soap and whisks away bacteria with three changes of rinse water.

3. OUR FAMILY USES A LOT OF HOT WATER. But the Bendix doesn't. Thank Heaven! How that machine can wash and triple-rinse and do it with so little hot water simply amazes me.

4. I DON'T LIKE TO LIFT WET CLOTHES. Hoisting heavy, wet clothes up and over to get them out of a washer is my idea of a backache. I guess those Bendix engineers knew that too, so they put the porthole where it belongs—at basket level. I just push clothes in—and pull them out right into the basket.

5. I WAS "FROM MISSOURI" TOO. But when my Bendix dealer told me that 700,000 women

have a Bendix and that the Bendix had been doing its job superbly for 9 years—that settled it. Wouldn't I have been silly to experiment with anything else!



BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, INDIANA



See the new
Bendix automatic Ironer
Bendix automatic Dryer



BENDIX
automatic
Home Laundry

AVAILABLE IN CANADA AND MEXICO



Who is she?

this typical American woman whose young skin looks so freshly scrubbed? Whose years are hidden behind a clear, smooth complexion? You...if you have discovered how DUBARRY CLEANSING CREAM agrees with your skin...softens as it seeks out imperceptible dirt and grime.

Prove it to yourself. Do as thousands have done at the famous DuBarry Success School.* Use DUBARRY CLEANSING CREAM to keep your skin flawlessly clean. Tone it with DuBarry Skin Freshener for an alive quality that makes men whisper, "Who Is She?"

**The DuBarry Success School offers you a free Success-O-Plan. Get your copy of this easy-to-follow plan to greater loveliness from your DuBarry dealer.*



Du Barry

Beauty Preparations by

Richard Hudnut

New York • Paris

*Don't miss Joan Saxon...
every Sunday afternoon
over CBS.*

It's
Smart
to own
an Olds

Smartest "riding habit" of the year! It's the popular habit of always riding in a smart new Oldsmobile... cradled in comfort on Quadri-Coil Springs... steadied by 4-Way Stabilization. This smooth riding car is a smooth looker, too... long... sleek... a typical Style-Leader. And thanks to GM Hydra-Matic Drive*, the man at the wheel of a new Oldsmobile can be as relaxed as his passengers. He never shifts gears. That's done automatically. He never pushes a clutch. There's not even a clutch pedal in the car!... See the new Oldsmobile, with GM Hydra-Matic Drive*, at your Oldsmobile dealer's.



For the smart "rider"... a new outfit by Miller's Equestrian Shop... a new Club Sedan by Oldsmobile.

*Optional at extra cost.



New England Breakfast

Fresh California Orange Juice

Codfish Cakes and Bacon Baked Beans
Boston Brown Bread Wild Plum Jam Coffee

Interesting breakfast? Yes! Most interesting because a newer favorite is now added to the old — fresh California orange juice. And with good reason. All of those other foods provide almost no vitamin C, the very vitamin health authorities say we should get at breakfast. Orange juice does, *abundantly*.

A big glass every day will give added pleasure and value to your own breakfast. Flavor? You'll tilt your glass up high for the last of its deliciousness. Health? Just check the charts and see!

Sunkist Oranges make good eating in lots of ways! Keep them on hand always...for recipes, lunch boxes, between-meal snacks. They are the finest fruit from 14,500 cooperating California and Arizona citrus growers.

You will be interested in our colorful new booklet, "Famous American Breakfasts." It is free, together with our popular orange recipe book. Write Sunkist, Dept. 2706, Los Angeles 55, Calif.

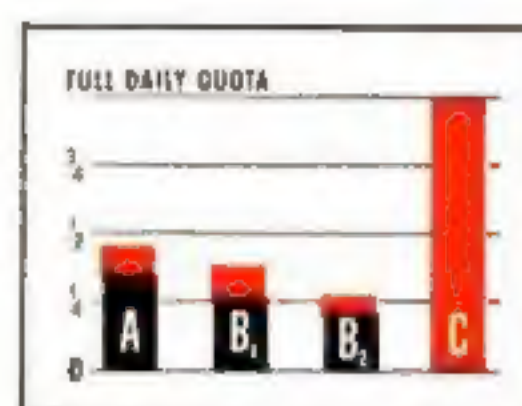
SEE HOW MUCH HEALTH ORANGE JUICE ADDS!

Without fresh California orange juice, breakfast supplies this much of the day's vitamin needs:



Here are the vitamins you get from an average good American breakfast* *without orange juice*. It falls short in vitamin C. This is true of most foods. Yet you need C daily to fight fatigue and infection, protect teeth and gums, keep feeling young.

With fresh California orange juice, breakfast supplies this much of the day's vitamin needs:



Oranges are your richest everyday source of vitamin C. A big glass of juice fills your day's need and boosts other food values, too. That's why, big or little, all good American breakfasts start with fresh California orange juice. Yours should!

*cereal with milk, egg, toast and coffee

California **Sunkist** Oranges
BEST FOR JUICE — and *Every* use!

LETTERS TO THE EDITORS

INDIANAPOLIS SPEEDWAY

Sirs:
...The pictures of the sleeping soldiers who stayed outside all night waiting for the gates of the Indianapolis Speedway to open (LIFE, June 9) bring back memories of my first visit to the Speedway some 30-odd years ago. That was the year they had races every day for a week, with the big race on the last day.

My dad, Scott Mullin, had charge of the garages in which the cars were kept. He drove me out there in our 2-cylinder 1912 model Buick about 6 a.m., took the key to the main gate out of his pocket, unlocked the padlock, opened the gate, drove the car in and locked up the Indianapolis Speedway for an hour or so until the ticket-takers arrived. There was no lineup then of sleepy people who had waited all night for the gates to open, no roadside stands for miles around selling everything from Cokes and hot dogs to pennants. On those days at 6 a.m. the Speedway was as quiet and peaceful as a farm and entirely without people save for one man and one small boy, and the only thing that shattered the early morning stillness was the noise of a 2-cylinder Buick, driving in the dust back of the grandstands. We drove across the brick track (there was no tunnel under the track then), past the Pagoda and a little farther infield where there were six or seven small frame garages where the racing cars were kept. My dad unlocked the garages, and we, at least, were ready for the races.

The main things I remember of that week were the yellow Marmon Wasp whizzing around the track, the soldier walking on top of the wall on the south curve, a car throwing a tire which jumped the wall not more than a foot or so from him.

But one of my main memories was when on one lap Barney Oldfield lost the top of his oil pump, which fell to the bricks near me. I dashed out and grabbed it up and scuttled back with my idea of a real treasure. Years later, when I was talking to Oldfield one day, I mentioned it to him. He remembered it too—my souvenir had laid him up in the pit for a while and lost him precious time.

No, the races aren't much like they were that first year. I have seen many

of them since—from the paddocks, the field and the stands—but they are a far cry from those days.

Ross MULLIN
Vincennes, Ind.

Sirs:
You state that the startled starling saw a vast group of Midwesterners, which might convey the idea that the annual Indianapolis race was somewhat limited in drawing power. Surely by now LIFE knows that this event attracts speed fans from every state in the union and practically every country.

During my 10-day stay at Indianapolis I met no less than 30 persons from England, five from France, three from Holland, six from Australia, two from Argentina, 10 from Mexico, one from China, two from Africa and believe it or not, one from Russia. These foreigners attach more importance to Indianapolis racing than do many of our own countrymen....

FLOYD CLYMER
Los Angeles, Calif.

Sirs:
I believe the event is not "four hours of repetitious monotony" but 200 laps of drama, intrigue and excitement that keeps one on the alert from the pace lap to the checkered flag, passing all too quickly for me.

Furthermore, I doubt whether over 100,000 people would travel from all over the country year after year to subject themselves to four hours of anesthetizing routine.

WALTER E. DILAHY
Fort Wayne, Ind.

MEXICAN WAR

Sirs:
Lloyd Lewis in his article on the Mexican War (LIFE, June 9) mentions that it was General Bee who at Bull Run said "There stands General Jackson like a stone wall."

In his life of Lincoln, Sandburg says this tale was a "sheer fabrication" according to D. H. Hill, Jackson's fellow general and brother-in-law, who maintained that "the name was least suited to Jackson, ever in motion, swooping like an eagle on his prey; but the name spread like wild-fire."

General Bee was never able to state that he had not made the statement, even if he had wanted to. He was killed at the Battle of Bull Run.

JOHN SIMON
Highland Park, Ill.

Sirs:
In describing our unjust war with Mexico, Mr. Lewis might have noted that President Polk used the same phrase that Hitler always used when moving in on a defenseless neighbor—"Our patience is exhausted."

Mr. Lewis quotes only one famous American's opposition to the war—Ulysses Grant's. Greater names could have been used: Lincoln, Emerson, Thoreau, Webster, John Quincy Adams, Whittier, Clay, Calhoun, Lowell and that one great American whose absolute integrity and noble idealism have never been impugned—Robert E. Lee.

H. J. SACHS
Ruston, La.

Sirs:
Lloyd Lewis seems to have stuck his neck out when he said, "Many Volunteers from the South... thought the swarthy Mexican peasant women should be as readily summoned to bed

Toast as you like it...
ready, waiting, and warm!



See the General Electric Automatic Toaster at your dealer's. \$18.95 (plus tax)

Every slice toasted exactly right with
New General Electric Automatic Toaster!

What's your taste in toast?



Light? ... Dark? ... Medium, maybe? Just set the control knob of the new General Electric. You'll have each slice the way you want it—whether it's the first slice or the twenty-first!

Toast pops up or stays warm!



See that little knob on this new General Electric? Just set it and you can have your toast "pop up" or "stay warm" inside! Imagine the convenience of a "warming oven" in your toaster!

Cleans in a hurry!



Takes about 10 seconds to clean this Automatic Toaster. No turning it upside down to shake crumbs out. The Snap-in Crumb Tray whisks in and out. Makes cleaning a breeze. General Electric Company, Bridgeport 2, Conn.

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CONTINUED ON NEXT PAGE



We've put more people into the sun than anybody else...with our Jantzen swim suits ...and now we're set to help you tan right, tan beautifully, tan the way you want to tan.

new Jan Sun oil...for people who are tanners by nature and want to go out for a nice deep copper.

Jan outdoor protective cream lotion...for the thin-skinners who need help and protection.



Both are wonderful...both are lanolized to keep your skin soft and smooth. 3 oz. oil 49 cents...3 oz. lotion 59 cents...also available in 6 oz. size. Today is the day to get it.

it's lanolized! it's marvelous! it's by Jantzen!

*Reg. U. S. Pat. Off.

LETTERS TO THE EDITORS

CONTINUED

as the Negro slave women back home." I should like to see Mr. Lewis' documentation for this statement. . . .

ANNE KING GREGGIE

Mount Pleasant, S.C.

● Author-Historian Lewis can and will document his statement with actual letters written by Southern soldiers serving in Mexico.—ED.

HOUSE TROUBLE

Sirs:

My regrets to Mr. & Mrs. Yordan on their blown-out fuse ("House Trouble," *LIFE*, June 9). To us of the building crafts, near-perfection we possess, but perfection sometimes eludes us. However I know we could efficiently and quickly build your dream house if the materials were supplied for housing instead of being spread over the entire construction industry to the highest bidder.

We build where our employer tells us. In 23 months out of the Army, I worked (a) three months in an industrial plant, (b) four months at Cuneo Press, printers of *LIFE*, (c) nine months in an oil refinery, (d) one month in a nightclub and (e) the remaining six months on a building for a soft-drink concern. Instead of building houses, the materials and manpower are used on projects like these.

Furthermore, I'm sick and tired of reading in newspapers and periodicals that union craftsmen are lazy racketeers and the cause of the housing shortage. Speaking for the vast majority of my fellow workers, we work hard winter and summer, do a good job and could build all the houses the country needs if we were given the signal.

THOMAS L. LANGAN

Philadelphia, Pa.

ORANGE GAME

Sirs:

The world is already overinfested with "pains in the neck" of the kind not referred to chiropractors.

Is there any sense in popularizing these types of "social torticolises" and neck parties that result in party necks (*LIFE*, June 9)?

May I suggest to hosts inventing such new social hazards as "orange neck" (now, as a chiropractor, I have seen everything) that they have a chiropractor on hand to take care of the overbolting casualties.

J. H. RUSSELY, D.C.

San Francisco, Calif.

RUHR MINER

Sirs:

Why all the tears in regard to the "Ruhr Miner" (*LIFE*'s Reports, June 9)? He has two suits of clothes. I have one. Mine was purchased when Hitler invaded Poland.

KENNETH DICKSON

Lowellville, Ohio

Sirs:

The phrase "Glück auf" was originally "Glück rauf." The "r", which is hard to pronounce, was lost later. It does not mean "Good luck is coming up again" but "Wishing you the luck to come again (from the depth of the pit)."

FRANK BOCK

New York, N.Y.

Sirs:

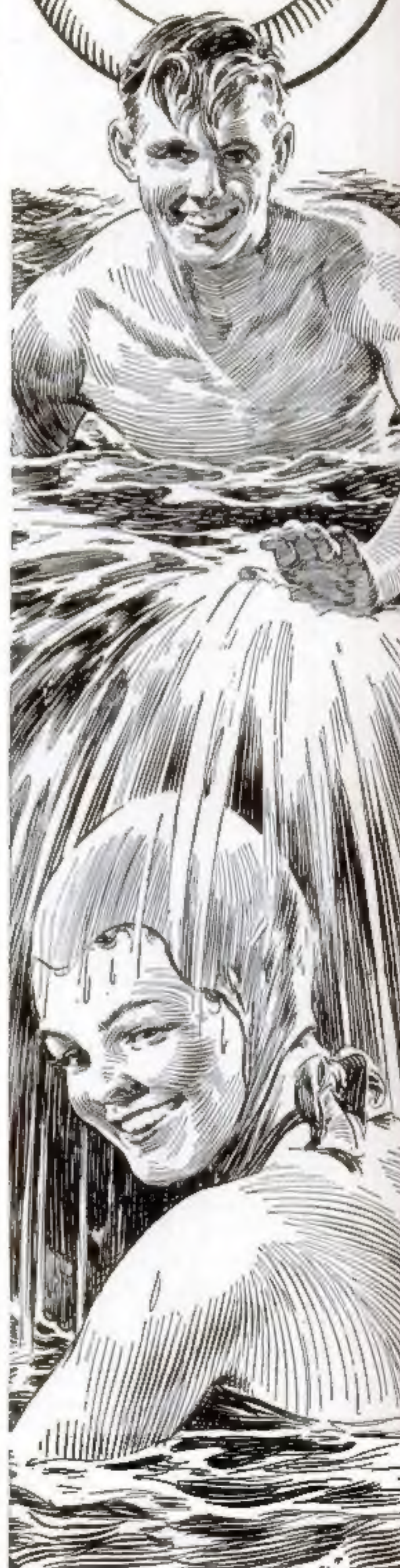
I know of some American PWs, now lying buried in various parts of Germany, who would have gladly

Beech-Nut GUM

Everywhere it goes the assurance of Beech-Nut for fine flavor goes with it



Most everyone you meet in vacationland enjoys Beech-Nut Gum.



CONTINUED ON PAGE 10

'Tis six months before Christmas
But all through the nation
Celebrations are starting...

HERE'S *your* INVITATION!



Benedict Bogeaus
presents

GEORGE RAFT
GEORGE BRENT
RANDOLPH SCOTT
JOAN BLONDELL
VIRGINIA FIELD • DOLORES MORAN
and **ANN HARDING**

Merry **“CHRISTMAS EVE”**

with
REGINALD DENNY • DOUGLAS DUMBRILLE • CLARENCE KOLB • DENNIS HOEY
JOHN LITEL • WALTER SANDE • JOE SAWYER • KONSTANTIN SHAYNE
Screenplay by Laurence Stallings • Adapted from original stories by Laurence Stallings and Richard H. Landau
Produced by BENEDICT BOGEAUS • Directed by Edwin L. Marin



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WISCONSIN VIOLET

Blends with almost any suit in your vacation wardrobe. And Wembley Nor-East Non-Crush Ties resist wrinkles, and give you a smart, trim knot time after time. There are seldom enough Wembley Nor-East Ties to fill the demand. However, Wisconsin Violet is also available in Wembley's all-wool domestic fabric at \$1.

\$1.50

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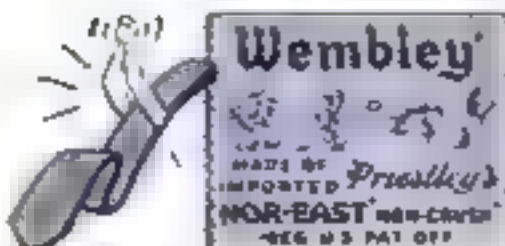
TWIST IT!...



KNOT IT!...



NOT A WRINKLE!



TRADE MARK REG. U.S. PAT. OFF.

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LETTERS TO THE EDITORS

CONTINUED

settled for 900 calories of food daily, or even 400, for that matter.

PAUL BOGOSIAN, Ex-PW
Worcester, Mass.

RICKY SOMA

Sirs:

Ricky Soma (LIFE, June 9)—BETTER
—The Icewoman Cometh.

ALBERT CARLSON

New York, N.Y.

● Reader Carlson's reaction to Miss Soma was far different from that of Movie Producer Jesse Lasky, who



ICEWOMAN GOETH
TO HOLLYWOOD

took one look at her face on LIFE's cover, flew to New York, met young Ricky and took her back to Hollywood. She is now being tested for the lead in *The Miracle of the Bells*. Says Lasky, "Her simplicity, sincerity and expressiveness are overwhelming."—ED.

HYGROMETER

Sirs:

This year, in eighth-grade science, we learned that a hydrometer was used to measure the specific gravity of a liquid, such as the liquid in a car's storage battery. We also learned, while predicting the weather, that a hygrometer is used to measure relative humidity or the amount of moisture in the air compared with what it can hold. I believe that in your story of the *Last Supper* (LIFE, June 9) you have the instruments mixed up.

JON DOLF BASS

Midland, Mich.

Sirs:

If the monks of Santa Maria delle Grazie are using hydrometers to check the humidity, they had better wear diving outfits.

M. A. COOK

Boulder City, Nev.

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"I'm enchanted with
the new Cashmere Bouquet
Beau Cake
with make-up sponge right
in the case!"

—says charming

Constance Moore

STAR OF
'HIT PARADE OF 1947"
A REPUBLIC PICTURE

New! Smart! Clever! Cashmere Bouquet Beau Cake, the cake make-up which has captured the heart of glamorous Hollywood. As beautiful Constance Moore says: "No waste motions! When I open Beau Cake, there's the sponge in its own moisture-proof compartment." And you get thrilling make-up results, too. Cashmere Bouquet Beau Cake imparts a silky-smooth finish; veils tiny flaws, makes your skin look glowingly young. Yes, Cashmere Bouquet Beau Cake has *everything*—plus the clever convenience of self-contained make-up sponge.



Thanks to BEAU CAKE
my purse stays dainty.
No loose, damp cotton.

With BEAU CAKE I can
apply glamorous cake
make-up jiffy quick.



Cashmere Bouquet
Beau Cake \$1.50

Gay new cake make-up with sponge compartment right in the case



In the hands of Americans everywhere
Parker "51"—*World's*
most wanted pen



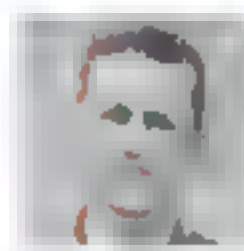
WILLIAM G. BELL, Baltimore, Md.—*Train Dispatcher*. "My work requires a fountain pen that will write the instant it touches the paper. My Parker '51' has never failed me."



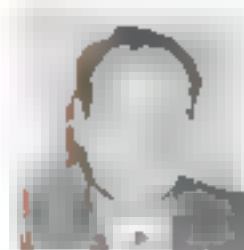
ARTHUR L. DENNY, Pennsylvanie, N. J.—*Safety Engineer*. "I am left-handed, but thanks to my Parker '51' pen I can now write without smudging or smearing. The words dry as I write!"



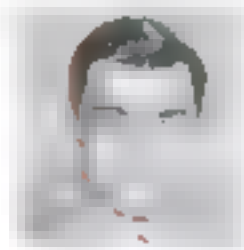
MRS. WILLIAM J. JOY, Tucson, Arizona—*Housewife*. "No wonder the '51' is so popular. It's the most 'writable' pen I ever owned. I'm always proud to show it to my friends."



FREDERIC M. PANNEMAKER, Denver, Colo.—*Lithographer*. "My Parker '51' makes me want to write. During two years' overseas duty it gave me many hours of pleasant writing."



RAOUL GRIPENWALOT, Santa Monica, Cal.—*Journalist*. "It's real & superb. My Parker '51' was well worth waiting for. Now I understand why '51' is the world's most-wanted pen!"



FRED L. LAKE, Boston, Mass.—*High School Student*. "I've found my Parker '51' helps make schoolwork easier. I like the fast, smooth way it writes. My hand doesn't get tired."



CLARA DE FELICE, Chicago, Ill.—*Nurse*. "My Parker '51' served with me in the South Pacific—and it's still doing a grand job. So perfectly balanced! It's always a joy to use."



NORMAN MILLER, Drexel Hill, Pa.—*Public Accountant*. "I always know I can depend on my Parker '51'. Its instant starting and smooth, neat writing give me complete satisfaction."

NEW!



Parker Superchrome Ink

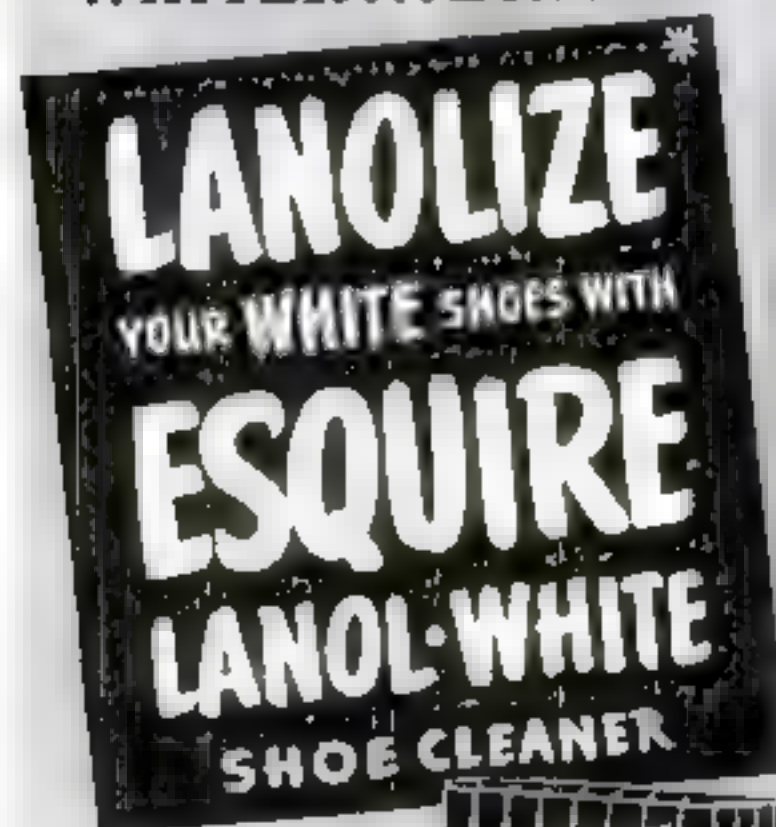
FOR THE PARKER "51" ONLY
 A wholly new kind of writing fluid—created by leading scientists. Super-brilliant—non-fading—"dries as it writes". 5 tropic-bright colors. Full year's supply, 4 ounces, permanently "packaged" in protective metal. Only 50¢.



MADE
FROM
REAL
ORANGES

Nesbitt's is made from juice of California Valencia Oranges—flavor of orange peel, citric acid from lemon juice, sugar, pure water, and a refreshing dash of carbonation.

Keep white shoes
WHITER... LONGER



On sale at shoe
stores, shoe
departments and
shoe repair shops



*Reg. U. S. Pat. Off.
Product of KNOMARK MFG. CO., INC.,
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Scorching sun and drenching water
leave hair dull and brittle!



Summer can be your hair's worst enemy. Precious scalp oils get baked out by sun, dried out by wind, washed out by your swim and shower. You wind up with dull, brittle, misbehaving hair. But not if you...

Use the Vitalis "60-Second Workout"



1. 50 seconds to massage Vitalis on your tight, dry scalp. As you rub briskly, depleted natural scalp oils get the extra, hair-shield-
ing help of Vitalis' pure vegetable oils. You guard your hair against sun, wind, water. And... you prevent dryness, rout loose dandruff, help check excessive falling hair.



2. 10 seconds to comb. And man, have you ever looked better? No greasy, "patent-leather" look, either—Vitalis contains no mineral oil. And that fresh, natural lustre is only half the story. Your scalp feels re-freshed, invigorated! What's more, you're set for summer sun. Get Vitalis today.

Keep hair handsome with
Vitalis "60-Second Workout"
Product of Bristol-Myers



WHITE ROCK ARTIST CHARLES KINGHAM TOUCHES UP PSYCHE, POSED BY BETTYE MARTIN, TO CONFORM TO MODERN BEAUTY CONCEPTS

SPEAKING OF PICTURES...

... WHITE ROCK KEEPS ITS 53-YEAR-OLD PSYCHE UP TO DATE

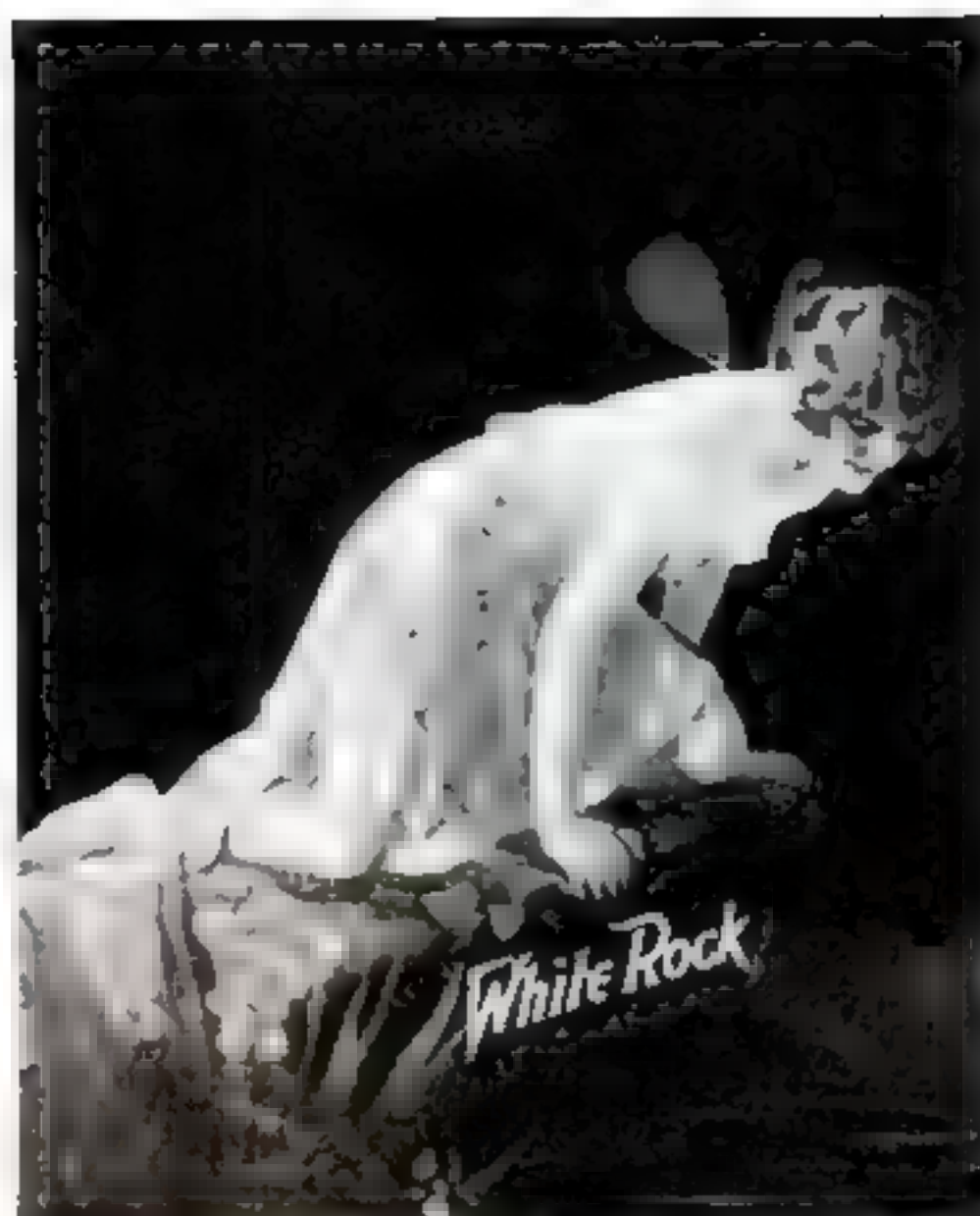
To people who always thought that Psyche, the sketchily clad sprite on their bottle of White Rock mineral water, was as changeless as the bottle's contents, the pictures on these pages may come as a surprise. Like everybody else, Psyche has changed. She started life as a bad painting hanging at Chica-

go's Columbian Exposition in 1893, where she so impressed the soft-drink company by her "natural purity and youthfulness" that they bought her up for their trademark (*top left, opposite*). In 1924 (*top center, opposite*) she was modernized and looked suspiciously like a hair-net ad of the period. Since 1945

she has undergone further overhauling at the hands of Artist Charles Kingham (*above*). In 1946 and 1947 Psyche, the beautiful wife of Cupid in Greek mythology, has been stepping down from her bottle to appear in ads, demure but still derobed, dispensing helpful little clichés to partygoers about drinking.



FIRST PSYCHE, painted by German Artist Paul Thumann in 1893, lasted on White Rock labels until the '20s.



PSYCHE IN 1924, looking less and less like Greek goddess she represented, had an American marcel hairdo.

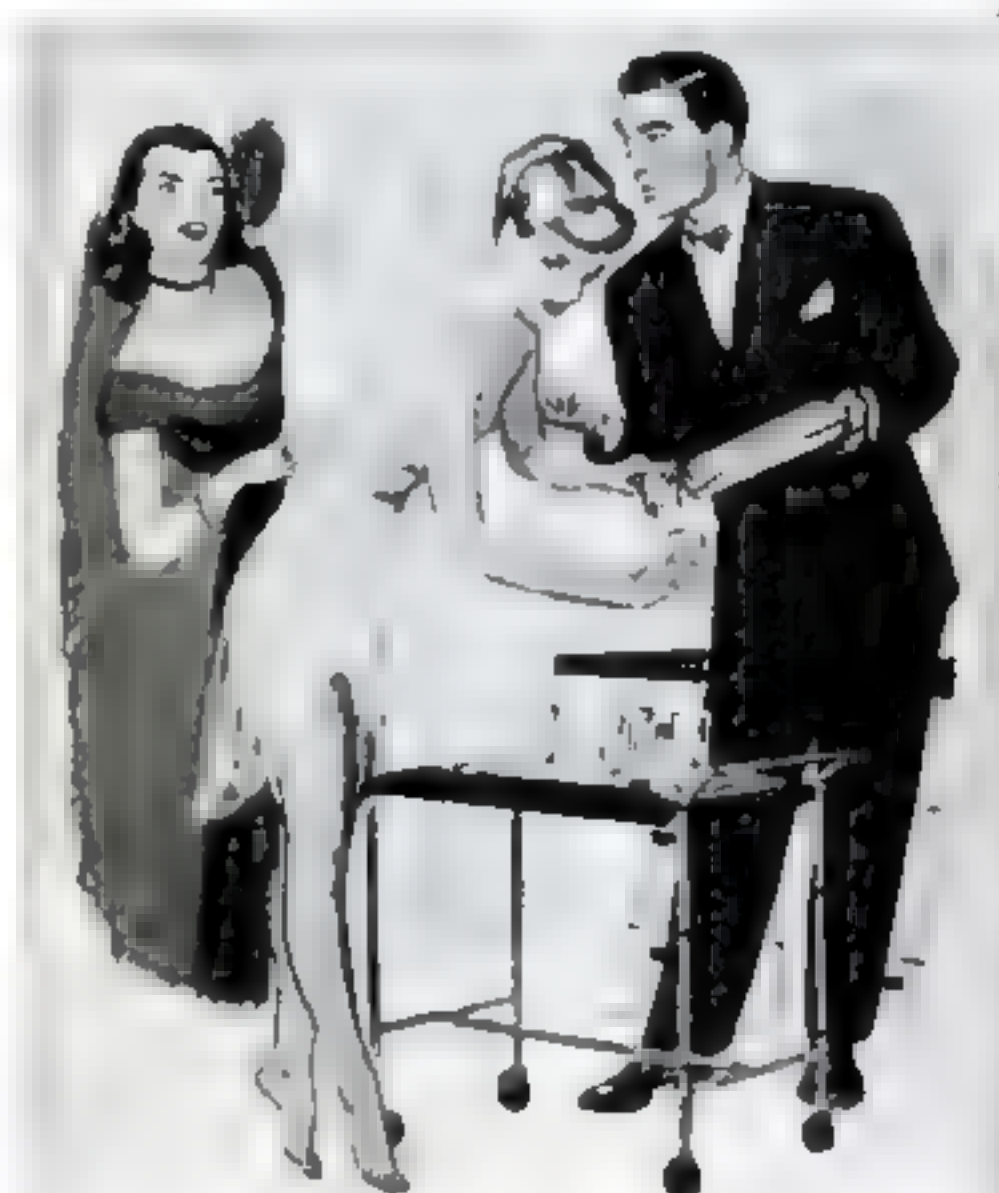


PSYCHE TODAY has been thoroughly overhauled. The change came after the company changed hands in 1944.



WHITE ROCK PRESIDENT H. I. Peffer poses under latest portrait of the revitalized Psyche. She has helped

jump sales of his whole line of bottled goods 37% since 1945 and this year will cost him \$500,000 in advertising.

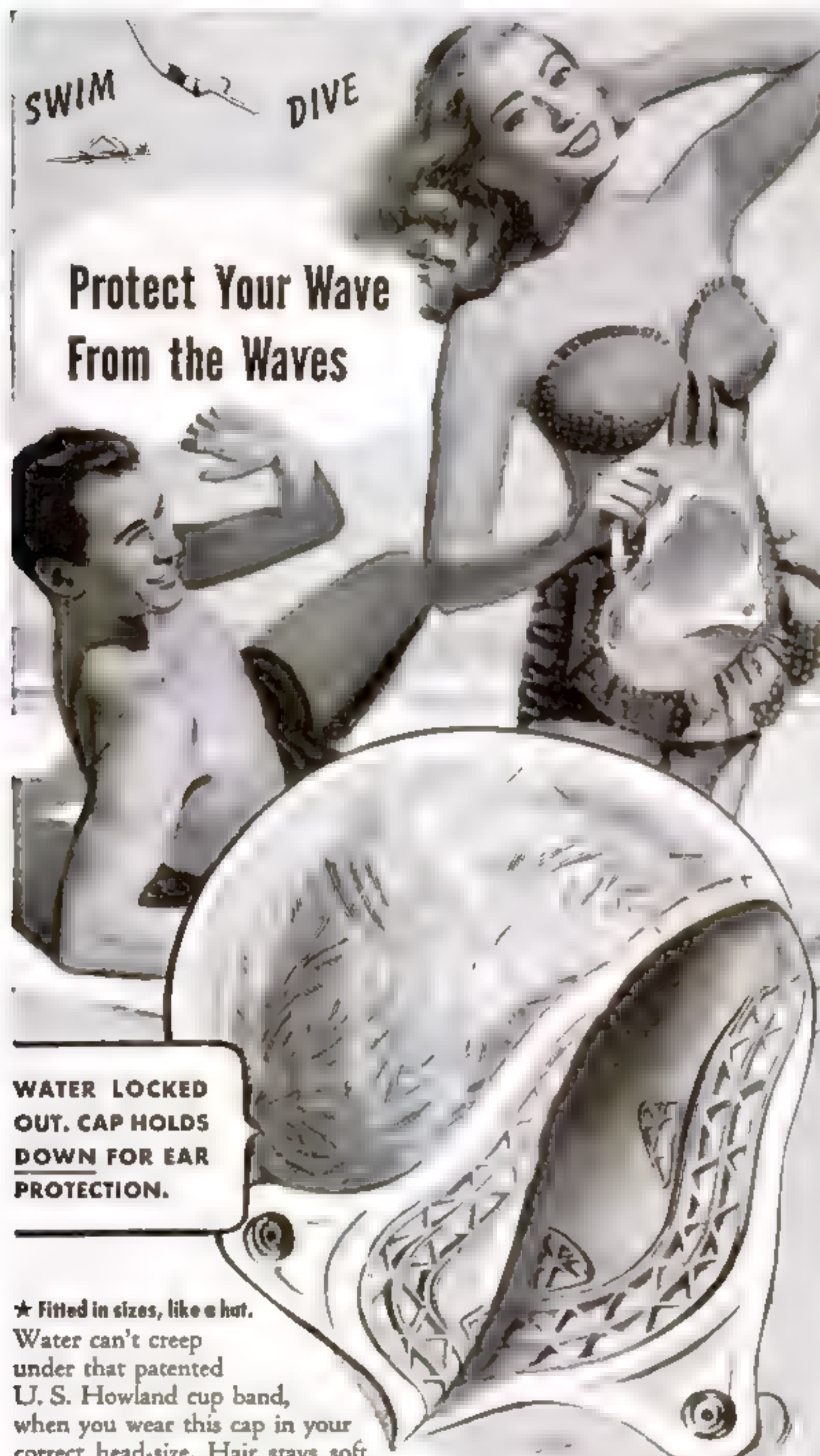


WIFE'S ONLY COMMENT in this ad, on finding Psyche with husband in kitchen, is, "What are you two up to?"



MORE CLOTHES are now worn by Psyche in ads like this one when company feels pose may be too revealing.

UNITED STATES RUBBER COMPANY
SERVING THROUGH SCIENCE



SWIM DIVE

Protect Your Wave
From the Waves

WATER LOCKED
OUT. CAP HOLDS
DOWN FOR EAR
PROTECTION.

★ Fitted in sizes, like a hat.
Water can't creep
under that patented
U. S. Howland cup band,
when you wear this cap in your
correct head-size. Hair stays soft
and wavy for after-swim dates.

At department or specialty stores.

U. S. Howland
HAIR DRY SWIM CAP

WITH THE EXCLUSIVE
SNUG-FIT FEATURE

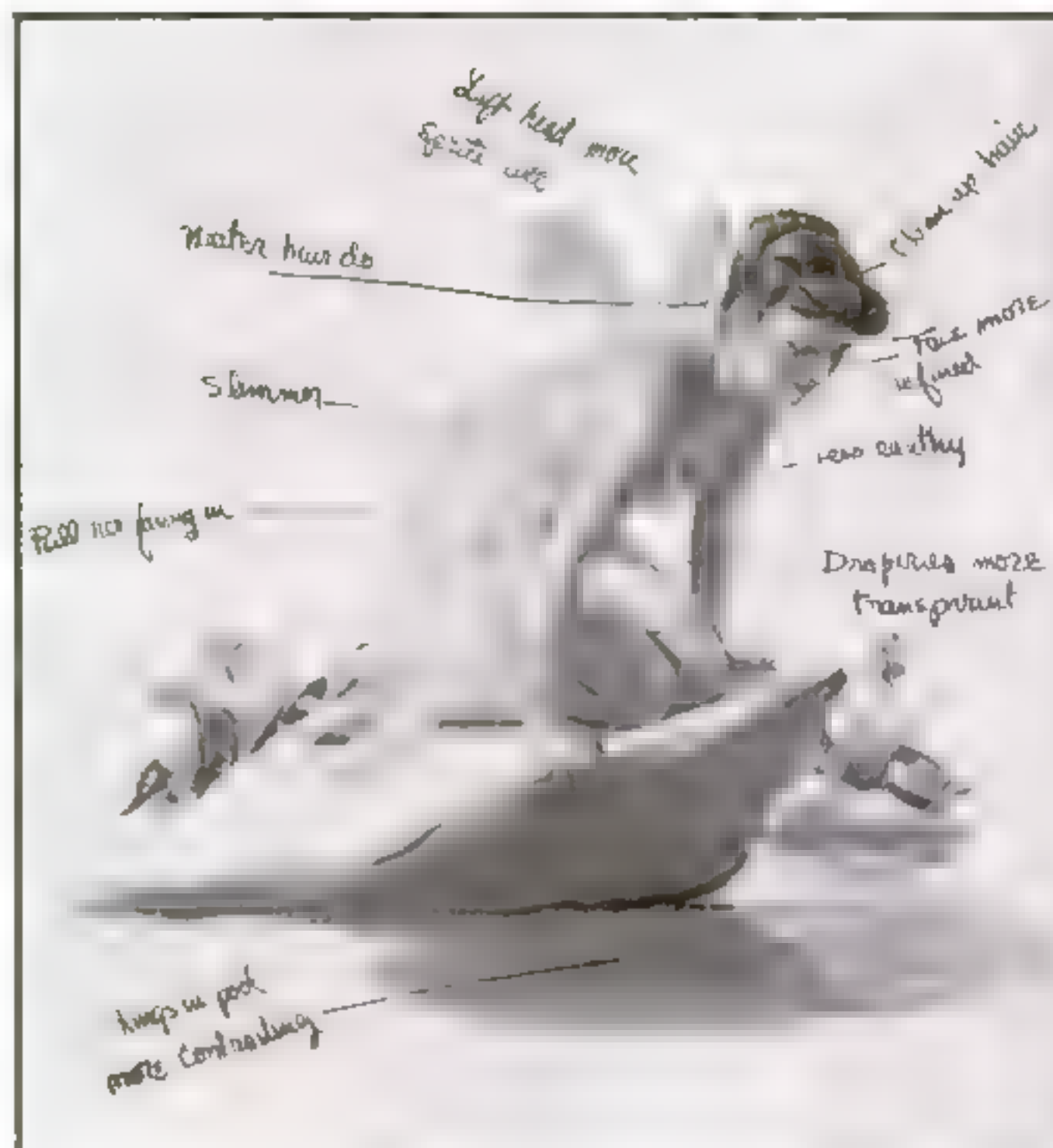
Only U. S. Howland has the patented V-shaped
reinforcing ribs that turn flaps inward to make a
perfect seal.



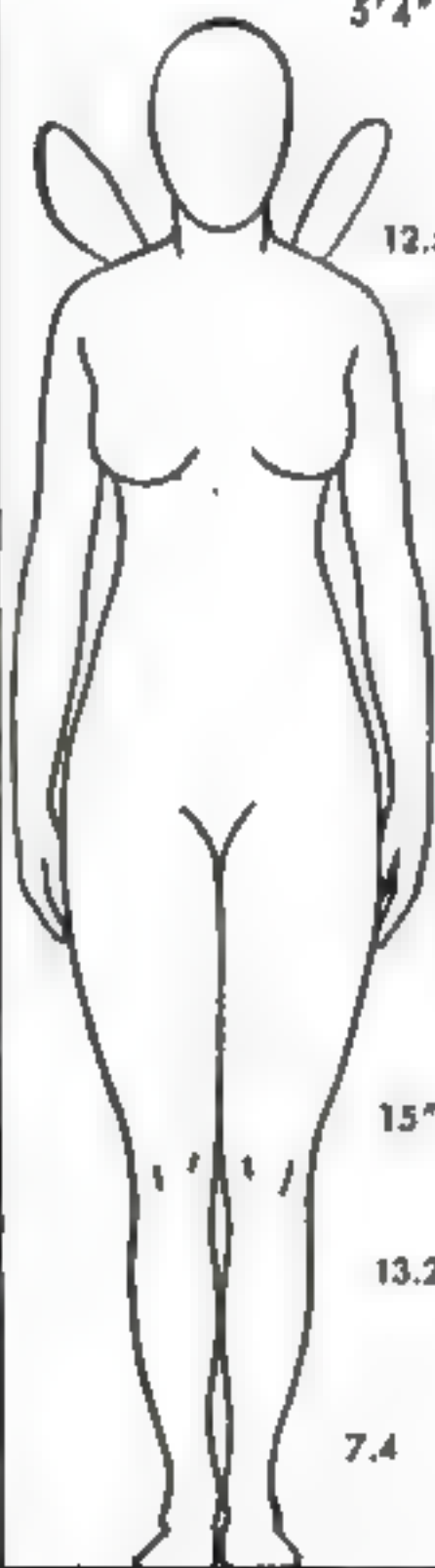
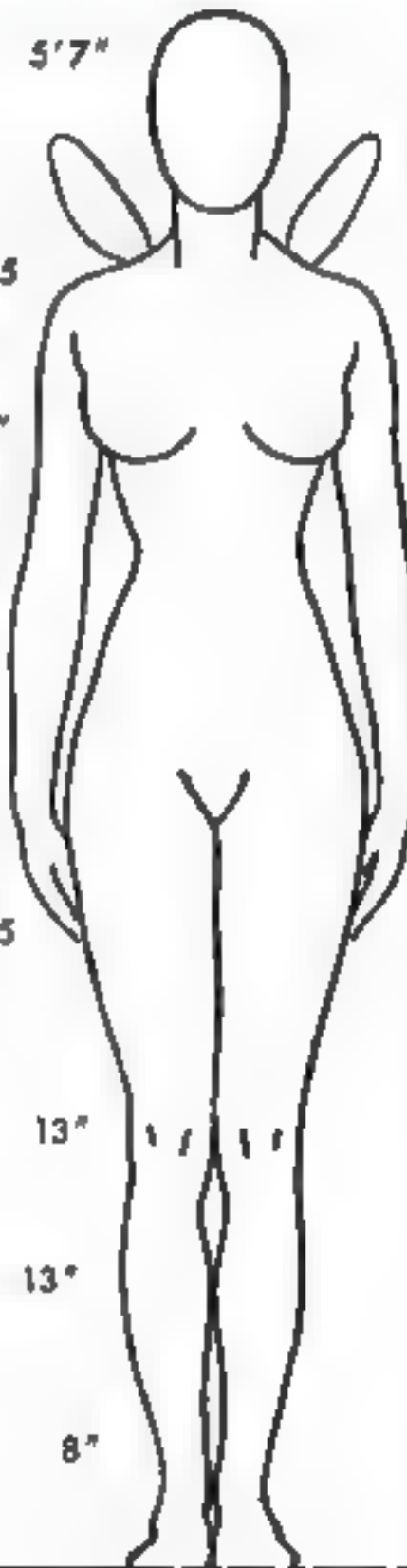
UNITED STATES RUBBER COMPANY • Rockefeller Center • New York 20, N. Y.

SPEAKING OF PICTURES

CONTINUED



EARLY VERSION of revamped 1945 Psyche was criticized by advertising-agency executives, who wanted her smoother, slimmer, neater, more refined.

	5'4"	HEIGHT	5'7"	
12.5	NECK	12.5		
37"	BUST	35"		
27"	WAIST	25"		
38"	HIPS	35"		
22.5	THIGH	20.5		
15"	KNEE	13"		
13.2	CALF	13"		
7.4	ANKLE	8"		
1894	140	WEIGHT	118	1947
PSYCHE				

PSYCHE'S DEVELOPMENT since beginning shows that she has gained 3 inches in height but slimmed 2 inches in her bust, waist and thigh, 3 in her hips.

MEN OF LOS ANGELES, SAN FRANCISCO *and the Coast*



Once more your favorite cigar!


The Pacific Coast—that dynamic empire that gives us movies, as well as oranges, wine and other good things to eat and drink—has a mind of its own in cigars.

Before the war we had a hard time keeping up with the Coast's demand for the Albany shape, a long sleek smoke with an aristocratic slimness. It is back, the Cinco Albany made entirely of Caribbean tobacco, Puerto Rican and Havana, wrapped in shadegrown, worth much more than its price—12½¢, two for a quarter, in California Redwood boxes.

It's now available on the Pacific Coast and elsewhere all over the nation where good cigars are bought. Cinco Albany is the California cousin of the Cinco Perfecto, whose Havana and Puerto Rican filler is wrapped in silky Connecticut shadegrown leaf. It is worth far more than its price—11¢.



Tartan *lets you Tan* *never burn*!*



When Tartan Suntan lotion is used as directed — you can have fun in the sun with safety. Tartan, the new suntan lotion, gives you complete protection — never a blister — yet a beautiful tan. Tartan's proved and tested protection means:

1 NO PAINFUL BURN! Tartan screens out 90% of the sun's burning rays (the rays below 3130 angstrom units).

2 A GLORIOUS TAN! Tartan admits 90% of the healthful tanning rays of the sun (the rays above 3130 angstrom units).

3 IT'S STAINLESS! Tartan contains no iodine or tannic acid — keeps towels, linen, and bathing attire cleaner.

4 IT'S GREASELESS! Helps you look your best when you're on the beach. Tartan's invisible protective film is non-greasy, non-oily. No sand or dirt can cling to your skin.



*When Tartan is applied thoroughly and completely over all exposed skin areas before and after bathing, and frequently enough to take care of removal of the preparation from the skin due to excessive perspiration.

The Suntan Lotion
Recommended above All Others
by Leading Resort Hotels.

A McKesson & Robbins Product

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CONTENTS

THE WEEK'S EVENTS

A RECORD CLASS GRADUATES	21
EDITORIAL: THE OLD FOLKS	28
SIGNBOARD SWIMMER IS PLUNGED INTO FLOOD WATERS	29
HUNGARIAN REDS BREAK UP A MEETING	30
ARGENTINA'S FIRST LADY VISITS SPAIN	32
DUKE'S DAUGHTER SPENDS TOO MUCH ABROAD	34
GUN-MAKER GIVES DEBUT FOR HARMLESS RIFLE	43

ARTICLE

MEMO TO ROBERT LOVETT, by JOHN CHAMBERLAIN	89
--	----

PHOTOGRAPHIC ESSAYS

THE MAYA	51
PHOTOGRAPHS FOR LIFE by DMITRI KESSEL	
LADY LABOR LEADER	83

MOVIES

"CROSSFIRE"	71
-------------	----

NIGHTCLUBS

DRESS-UNDRESS	79
---------------	----

MUSIC

NINE-YEAR-OLD CONDUCTOR	103
-------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	7
SPEAKING OF PICTURES: WHITE ROCK KEEPS PSYCHE UP-TO-DATE	14
PEOPLE	37
LIFE'S MISCELLANY:	
FREE SCULPTURE	77
BIKE ON ROLLERSKATES	114
LIFE SWELTERS AT WASHINGTON GARDEN PARTY	106

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LIFE'S COVER

The two profiles on LIFE's cover show how closely modern Maya Indians of southern Mexico and Central America resemble their early ancestors, the creators of the greatest purely native culture in the Western Hemisphere (pp. 51-67). The man is 21-year-old Francisco Ramirez, a farmer from the village of Pisté in northern Yucatan, whose features are distinctly Maya in spite of his Spanish name. The austere sculptured face is that of a statue found in the nearby ruins of Chichen Itza, one of the biggest and most spectacular cities of the ancient Maya civilization.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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16—COURTESY WHITE ROCK CORPORATION	66, 67—DMITRI KESSEL
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22, 23—LT. JACK MANNING FROM PIX—ANDRE STUDIO—ACME. CEN. JACK BIRNS FROM G.H. ST. T. JACK BIRNS FROM G.H.—BOT. FLOYD WALTERS	72—GASTON LONGET FOR RKO RADIO PICTURES EXC. 1, RKO RADIO PICTURES
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43, 44, 46—ROBERT W. KELLEY	103, 104, 107—ANTHONY LINCK
51—DMITRI KESSEL—FROM "AN ALBUM OF MAYAN ARCHITECTURE" BY TATIANA PROSKOURIAKOFF, PUBLISHED BY THE CARNEGIE INSTITUTION OF WASHINGTON	106—LEONARD McCOMBE EXC. 1, LT. MARTHA HOLMES
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not just nylons...but
Cannon Nylons!

FOR NYLONS with a corner on charm, remember Cannon Nylon Stockings—beauty-child of Cannon Mills!

Each pair's sheer as a bubble. Full-fashioned, of course. Always carefully *triple-tested* by air pressure to guard against invisible flaws, then *sealed*, for your protection, in a gay, purse-size Cannon Handy Pack.

Ask for Cannon Nylons in *your* correct length—short, medium, long. Smartest new shades.



Copyright 1947 Cannon Mills, Inc.

CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



Firstborn

New baby . . . and with its coming comes great new hope for the future. For in your child you feel your own unrealized dreams can yet come true . . . you see a chance for him to make an even better life than yours has been.

But as you look forward to these happy possibilities, it is wise to make sure of factors necessary to their fulfillment: education, training, protection against financial emergencies.

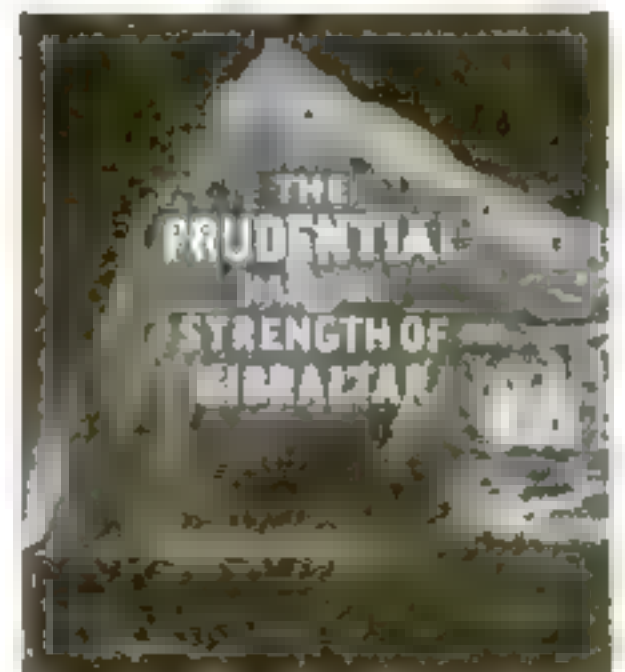
That is why so many American fathers rely on Prudential life insurance—for The Prudential can protect a child's future in many ways. Among these are: providing money to take care of him if you

should die while he is still young—to pay for his schooling—even for starting him off on his own when he becomes a man. And a Prudential program is elastic and adaptable, easily changed to fit your child's progress and your family's changing needs.

Any Prudential representative will show you how to fit such a program to your particular circumstances, and will explain the special advantages Prudential has to offer. Arrange to see him about this most important matter—*soon*.

*

You will enjoy the Prudential Family Hour—Every Sunday afternoon, CBS. And the Jack Herch Show—Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY

LIFE

Vol. 22, No. 26 June 30, 1947



SIX OF WELLESLEY'S GRADUATES ARE (TOP) HARRIET FENN, MARY SCHMITZ, BETTY KLIGERMAN, (BELOW) LUCILE SPENGLER, JEAN BEAVERSON, SUZANNE FINK

COMMENCEMENT A RECORD CLASS FROLICS AND GETS DEGREES AMID PLENTY OF ADVICE FROM THE STATESMEN

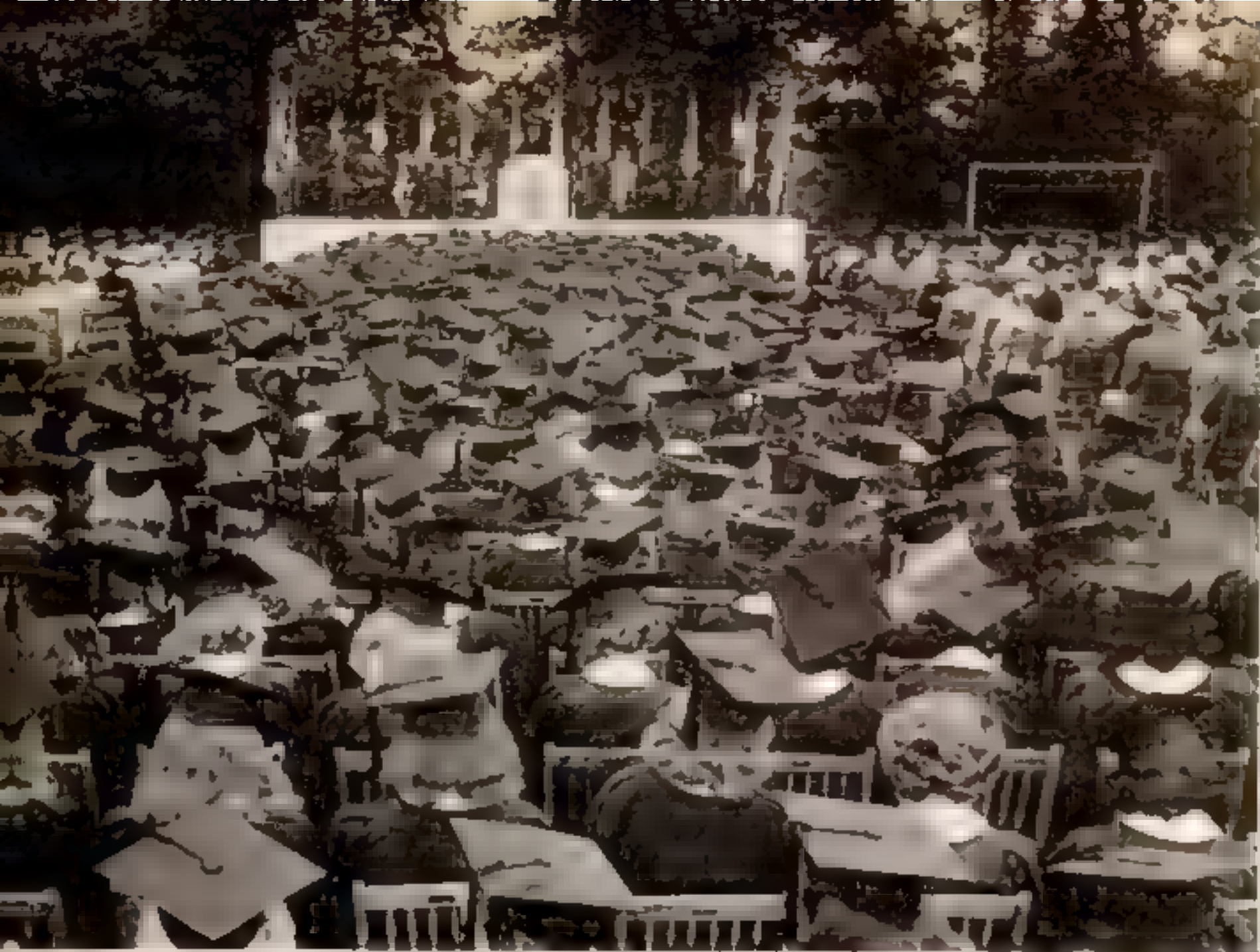
Once again it was graduation time in the U.S. All over the nation young ladies dressed up in caps and gowns (above) to receive their Bachelors' degrees. Young college men had a fling on their last checks from home. There were pageants and dances, daisy chains and pansy rings (see pp. 22-23). Once again school was out.

But this time the atmosphere was different. Because of war veterans the classes were enormous. Because of the veterans the young audiences were more mature than usual and in no mood for the traditional bromides about going forth into the hard

world. Aware of this, the statesmen, soldiers and scientists who made the commencement speeches converted the speakers' platforms into a sounding board for international affairs. Secretary of State George Marshall picked the Harvard commencement ceremony to make one of the most important speeches of the year, advising the countries of Europe to get together on a joint recovery program if they want American aid. He had hardly finished talking before Europe's foreign ministers began holding meetings about it. At Wesleyan retiring Under Secretary of State Dean Acheson (see p. 90)

stated the Russian problem more bluntly than any U.S. official had yet dared. At Princeton, President Truman demanded universal military training. At Wellesley, Secretary of the Navy Forrestal solemnly warned that disarmament is not yet the answer to world peace.

Most of these U.S. officials got an LL.D. The honorary degree marathon was at its peak. Bernard Baruch led the field with 20 degrees, plaques and awards (see pp. 26-27). Close behind him were Secretary of State George Marshall and General Omar Bradley, who got five LL.D.'s apiece this spring.



MORTARBOARDS tilt on the heads of 370 graduating seniors at Wellesley's first outdoor commencement as girls listen to the speaker. A few girls neglected to drape mortarboard tassels to left so they could be switched to right at end of commencement to indicate the wearer was graduated.



GRADUATION BALL (above) at the Virginia Military Institute. Serious and restrained as cadets parade their partners in a cotillion. Below, after graduation at West Point, two brothers, Lieut. Philip (left) and Frank Boerger, stage double wedding ceremony under an arch of swords.



A LONG LINE OF U.S.C. SENIORS WINDS INTO COLISEUM TO GRADUATE

STUDENTS' LAST FLING

They take a little time off for dances, gags, mock weddings, baby-tossing and pansy chains



OF THE 2,434 MEN AND WOMEN IN THE CLASS, 1,600 WERE VETERANS

Despite their seriousness the graduates took a little time off for high jinks necessary to any peacetime commencement. At Wellesley there was a genteel hoop-roll before the ceremonies. At V.M.I. the young cavaliers waltzed their ladies decorously around the gym (opposite page, center). The University of Southern California trimmed its traditional pansy ring, adding a perfect mock wedding (top, right) and a big fashion show. The graduation gag of the season was perpetrated by Princeton, where the crew had a picture taken in cap and shorts so that they could remember their commencement and "the old Princeton rowing days."



PANSY RING at the University of Southern California is scene of a mock wedding ceremony. Here Tom Phillips and Gwen Shaw step through the ring between squads of ushers and bridesmaids. Just before, 76 girls had stepped through ring to announce engagements and marriages.



PRINCETON MEN, about to graduate from the crew squad, proudly wear their mortarboards in last workout before the Poughkeepsie regatta. They lost all the races. Below: married veterans at the University of Colorado imitate cap-tossing cadets, substituting their babies for caps.



CONTINUED ON
NEXT PAGE



PRESIDENT AND EX-PRESIDENT of the U.S. walk in the academic procession at Princeton University where

Harry Truman, who never went to college, received his 10th honorary Doctor of Laws degree. Franklin Roosevelt

had 22. Hoover, who appeared at the bicentennial representing Stanford University, holds the record of 52.



COLUMBIA gave 12 honorary degrees. The recipients are (left to right, front) Navy Secretary Forrestal, War Secretary Patterson, Columbia's Acting President Frank Packenthal, former War Secretary Stimson and Bernard Baruch. Standing are Charles Johnson, president-elect

of Fisk University; Rt. Rev. John Wand, Lord Bishop of London; New York Justice Bernard Shientag; Major General William Donovan; Vannevar Bush, president of Carnegie Institution; Louis Cates, engineer; A. P. President Robert McLean, and Harvey Mudd, engineer



YALE gave nine honorary degrees. Left to right are the recipients: Author John Hershey, Henry Pitney Van Dusen, president of the Union Theological Seminary; Author Thornton Wilder; Judge Thomas Swan, retired dean of Yale Law School; Dr. Albert Blakeslee, profes-



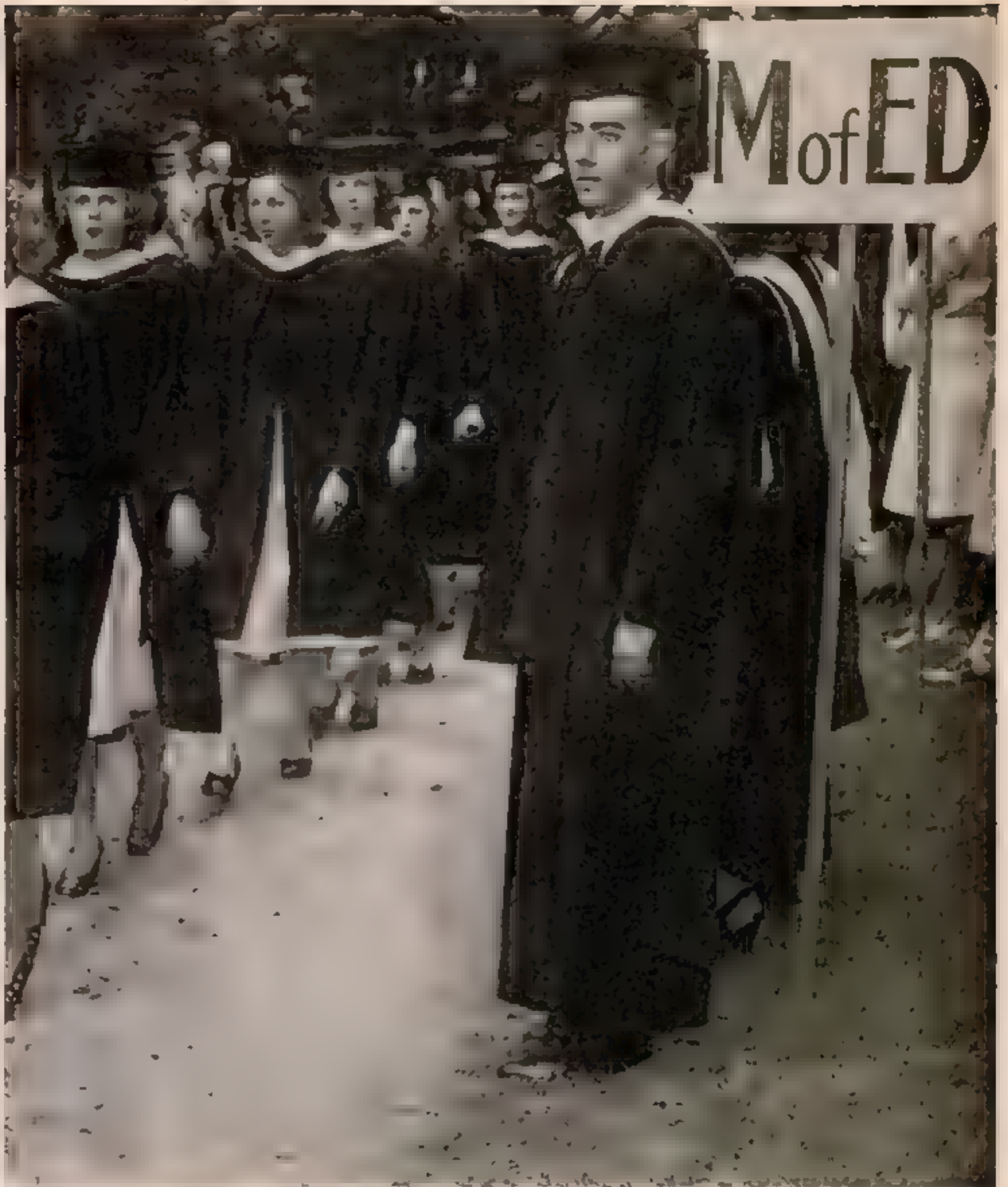
OLDEST GRADUATE, Robert Rownd, 102, returned to Allegheny College after leaving it for the Civil War.



HONOR MAN at Annapolis, James Hawthorne of Greenwich, Conn. already had watch, won five more as prizes.



...sor at Smith College; Dr. Charles Huggins, professor of surgery at the University of Chicago; President Charles Seymour of Yale, who conferred the degrees; Viscount Alexander of Tunis, governor general of Canada; James Byrnes, former Secretary of State, and Poet T. S. Eliot.



SMITH MAN Franklin Mullaly, of Easthampton, Mass., watches the graduation procession. An Army veteran, Mullaly made history by becoming the first male graduate student in the history of Smith College. He got an M.A.

laly made history by becoming the first male graduate student in the history of Smith College. He got an M.A.



HARVARD gave 12 honorary degrees. Recipients are (left to right, seated) Dr. Oppenheimer, atom expert; Dr. Ernest Colwell, president of the University of Chicago; Secretary of State Marshall, President Conant, General Bradley, veterans administrator; Poet T. S. Eliot, Representative James Wadsworth. Standing are William Dwiggins, type designer, former Harvard Dean George Chase; Hodding Carter, Mississippi editor and publisher; Ivor Richards, exponent of Basic English; Naval Architect William Gibbs, and Frank Boyden of Deerfield Academy.

...representative James Wadsworth. Standing are William Dwiggins, type designer, former Harvard Dean George Chase; Hodding Carter, Mississippi editor and publisher; Ivor Richards, exponent of Basic English; Naval Architect William Gibbs, and Frank Boyden of Deerfield Academy.



GOOD NEIGHBOR AWARD

"... [He] proved a good neighbor to mankind in his private life, his public utterance . . . and by the expert counsel . . . which he has given impartially to both Democratic and Republican Presidents of the United States. . . ."

Commencement CONTINUED

BARUCH SWEEPS THE FIELD

The nation's elder statesman has been getting awards all season long

The season's sweepstakes winner in degrees, citations and awards is Bernard Baruch. Graduation time, in which he has received four degrees and is soon to receive a fifth, was merely the climax to a series of presentations of various kinds that he has received throughout this spring. The citations on this page constitute, in a way, the nation's tribute to its elder statesman for his accomplishments during his 30 years of public service.

Baruch has received 20 of these awards so far this year. Some of them had to be mailed or delivered to his New York home, but he has usually been able to attend the formal presentations. Last week he went down to Princeton University to collect his season's

fourth LL.D. From a small suitcase he took a specially tailored, extra-long gown, a purple-trimmed hood and a mortarboard. He put them on. His name was 23rd on the list, and his citation read: "... serving with distinction both here and abroad in many and diverse fields and an amazing variety of undertakings. . . ." He stepped forward and his own hood was placed over his shoulders. Then he walked back to his seat on the platform and listened to the rest of the ceremonies (opposite). As the speeches droned on, Baruch could take comfort in an advantage he had over most members of the audience. It was his hearing aid. Whenever the speeches got too dull he could, as he has done before, calmly turn them off.



AMERICAN HEBREW AWARD

"... Because his career as a whole has given the world the spectacle of the financier who employed his abilities in the service of his country for many years. . . ."



PHI EPSILON PI

The president of the national college fraternity presented this award for "the finest contribution to the essential Jewish life of America."



SOUTH CAROLINA

When the legislature of South Carolina unveiled "the portrait of another great South Carolinian—another great American," he sat between Byrnes and Snyder.



SYNTHETIC RUBBER

From the U.S. Rubber Co.: "... We think of no person more prominently associated with our race against time in the production of synthetic rubber." He got a sample.



TEMPLE BROTHERHOODS

"... The board of directors has unanimously voted to present you with an appropriate scroll for your outstanding efforts in behalf of humanity. . . ."



C.C.N.Y. DEGREE

"... You have a unique position as statesman. Your services in the first world war, and more recently on the U.N. Atomic Energy Commission are but two examples."



SILVER BUFFALO

Boy Scouts added a charm to his collection of Distinguished Service Medal, French Legion of Honor, Belgian Order of Leopold, Italian Order of St. Maurice. . . .



CARDOZO AWARD

"The Cardozo Memorial Award is made each year to the person who has best served his country during the year in which the award is made."



COLUMBIA DEGREE

"His achievement in formulating a plan for international control of atomic power is only the latest of a lifetime of distinguished achievements. . . ."



RUTGERS DEGREE

"... A citizen of the world, a phrase which rests meaninglessly upon the shoulders of many, but which drapes gracefully and truthfully upon your own. . . ."



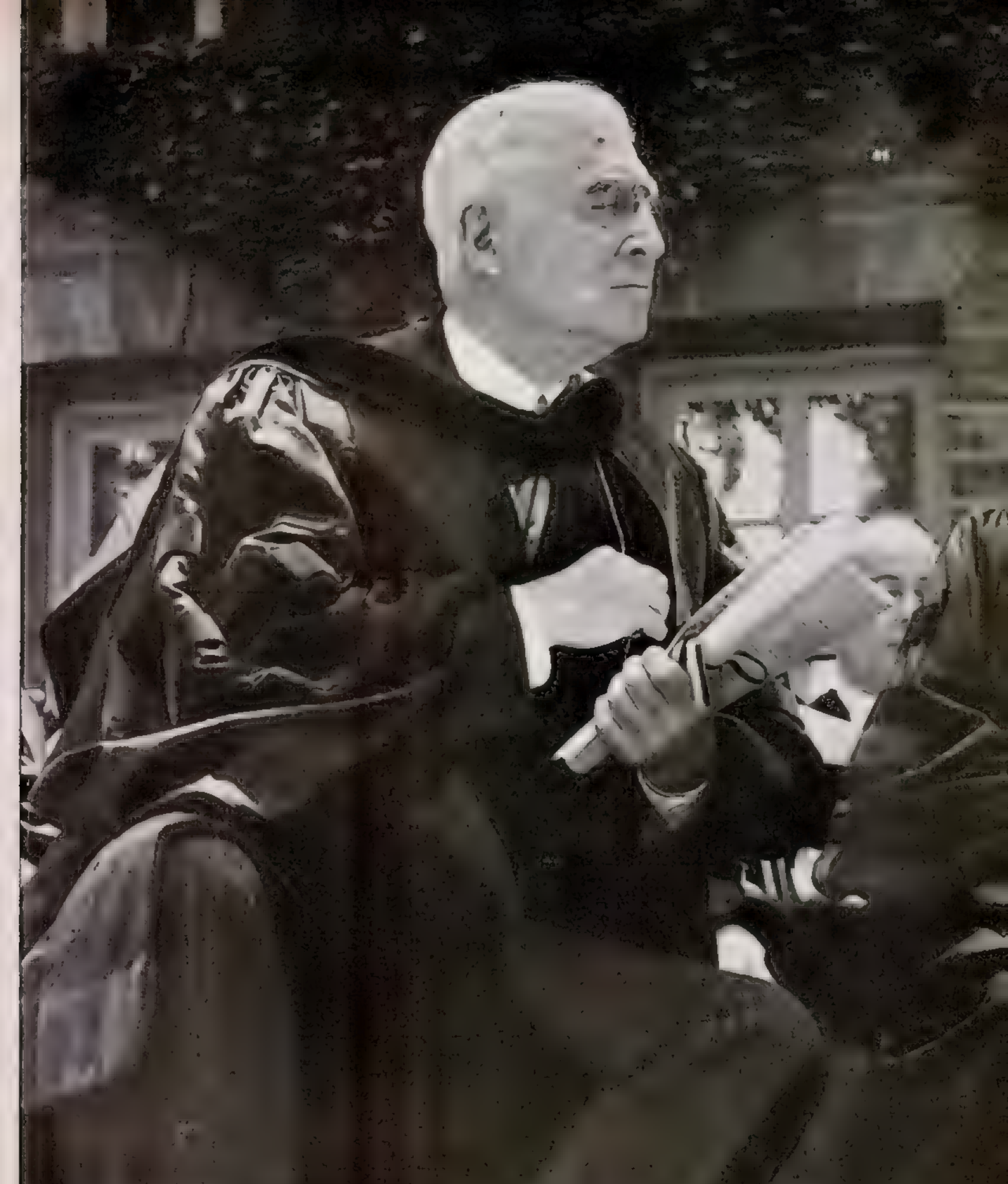
JEWISH VETERANS

"... Order of merit and bronze medalion is awarded to the world's foremost humanitarian by unanimous vote of the delegates of Jewish War Veterans of the U.S."



WAR COLLEGE

"He developed and strengthened industrial mobilization and production. . . . This bust is emplaced by the National War College as an expression of gratitude."



WEARING ROBES OF HIS ELEVENTH HONORARY DEGREE, BERNARD BARUCH LISTENS INTENTLY TO ADDRESS BY PRESIDENT HARRY TRUMAN AT PRINCETON UNIVERSITY

THE OLD FOLKS

MORE THAN HALF NEED EDUCATION, JOBS AND THE APPLICATION OF THE FIFTH COMMANDMENT

The Townsendites are at it again. About 7,000 of their estimated 5 million members are gathering in Washington this week for their first postwar convention. They still want the government to pay a monthly pension to everybody over 60 and they have about 75 congressmen on their side. These manifestations, evoking recollections of technocracy, the CCC and strains of *Happy Days Are Here Again*, will seem like old stuff to most readers. From the broader vantage point of social history, however, they are brand new.

Until our own generation there was never in the course of civilization a real old-folks problem, for the simple reason that there were never before very many old folks. That's all changed now. In 1850 men and women of 65 and over made up only 3% of our population. Today they comprise 7% and number 10 million. In 1980 their proportion will be more than 11% and their number will be 19 million. The plain, hard, new fact is that science has presented us with a strange package that comes in a wrinkled cover and contains another 20 years of life. Not just the Townsendites but all of us have got to find out what to do with it.

Try Orlando?

The solution to the modern problem of old age will not be found in the gentle philosophy of Confucius nor in the classic exhortations of Cicero, because we are no longer a patriarchal or even a rural people. The rocking chair on the farmhouse porch, where Grandpa could drowse away his honored last years with satisfaction to all, is vanishing. But Grandpa is not. The result is that at a time when there were never so many old people, there never were so few of them living with their families. This fundamental demographic displacement is not good for anybody. For our society's sake a happier accommodation must be made for the aged in our society. Some hit-or-miss adjustments have, of course, already occurred. Not all of them are bad.

One group of American oldsters, for instance, will be interested in a useful little book recently published called *How to Retire to Florida*, by George and Jane Dusenbury. A comprehensive guide to the cheap real estate and shuffleboard grounds of Orlando, Tampa, Kissimmee *et al.*, it is also a pretty fair Baedeker for a certain kind of old age. Southern California must get one of its own right away. The Dusenburys suggest retiring as early as possible (one of their case histories concerns a retiree who took up this mode of life at 37) and in a place where a lot of other retired people have gone to live (so you won't be humiliated or made lonesome by old friends still at work). A warm climate such as Florida's is advised because its outdoor recreations are plentiful, its sun is kind to old bones, vegetables are cheap and there is no coal bill. The catch is that to enjoy this autumnal bliss a couple must have a steady income of at least \$150 a month. Of the 10 million aged Americans, including all the senescent millionaires, less than a million have independent incomes off which they can live.

The largest group of the American aged, four million, subsist on some form of organized handout. A few of the most fortunate enjoy

adequate pensions from private sources, from civil-service retirement allowances or veteran allotments. The great bulk of all the rest, however, are somehow dragging out the last of their lives on the average \$30-a-month pittance which the state and federal governments offer either in the form of old-age relief or old-age insurance. The former is a distressing makeshift. The latter is a rather bad joke. Six times since 1937 progressive congressmen like Mike Monroney have tried in vain to hike up the premiums on federal old-age insurance from 1% from employers and employees alike to at least half the present 5¾% apiece the railroads and the railway brotherhoods pay. There is no other basis on which this kind of mass provision for old-age retirement is realistic.

An underfinanced senescence is likely to be a very dreary one indeed. Unless prevailing conditions change very soon and very radically, it most likely means winding up in some kind of public or private poorhouse ("nursing home" is the new title, but there is still a hill in front of it) where supper is tea and cookies and they lock up the customers who wet their beds. These places are not *all* that bad. But by all public and private reports, the institutions where most of the institutionalized American old folks go to die are Dickensian in their squalor and brutality. And all such institutions have waiting lists. What of the aged applicants who can't be admitted even to these unhappy havens? The head of Cleveland's municipal home puts the answer this way, "They die alone."

Nobody, of course, has to wait for future congressional action to clean up this particular feature of our old-age problem. It is nothing less than the duty of each American community to see that its aged are properly looked after and do not die alone.

Try Working?

But the bright and wonderful fact is that one third of the 10 million American men and women over 65 are not by a damned sight either sick, struck-out or sorry for themselves. These 3.5 million are still making their own living. And by the time their age group has become 19 million instead of the present 10, it will no longer be a question of doling or cosseting them; our society won't be able to do without the sheer productive power of that proportion of the population. There is a science called gerontology, the study of old age. Its first professional magazine in the U.S. was founded only a year ago. None too soon.

Nobody knows much about gerontology. Even the Bible doesn't tell us how long a man is good for; Moses said 70 years; Genesis says 120. But some old folks do produce marvelously at advanced ages. The record books bulge with exalted codgers. Titian, Gahleo, Lamarck, Newton, Bismarck, Corot, Spencer, Rossini, Palmerston, Voltaire, Tennyson, John Quincy Adams and countless others were all top-notch performers in their eighth and ninth decades. So are Whitehead, Jan Smuts and G. B. Shaw. Old folks *can* work. On a humbler plane, Dodge and Ford have long since proved it by maintaining old-age shop divisions whose able personnel includes men in their 80s.

And even more to the point, during the war

industry recalled many employees, often cruelly laid off before their production years had been anything like fulfilled, and in general was delighted with their low accident and absenteeism rates, as well as just the plain strategy of attacking problems which often improves with age. In a manufacturing technology which puts a constantly higher premium on simple, wasteless human motion, older people should and undoubtedly will have a larger place.

The science of medicine will help keep old folks happy too. Theirs is a new one called geriatrics, which includes everything from the mysterious ACS tissue-building shots that Stalin is supposed to get to prescribing proper rest periods. But about the most sensible as well as original proposal for making better use of our aging population comes from Dr. Martin Gumpert. Dr. Gumpert recommends an educational program for elderly people as "an integral part of adult education." Special universities would teach the aged "new social or technical developments . . . mental and physical adaptation to a new pattern of existence" as well as new occupations. "It is utter nonsense, an allegation long contradicted by experience . . . to say that old people are incapable of learning." As a reclamation project, education for old folks would appear to have the virtues of both good sense and humanity, a fairly unbeatable combination.

Try Home?

So much for how gaffers work and might work. Where should they live? Probably nobody will deny them the balmy ease of Orlando if they can get it. The poorhouse, however, should definitely be out. A lot of the productive aged ought to have available to them a lot more special dwelling units like New York's Tompkins Square apartments, where they are left alone but can get help fast if they need it. And a whole lot more of them than at the present time do should be living with their families.

The pressures and constriction of modern urban living unquestionably make domestic adaptability between age groups difficult and, of course, in many individual cases impossible. Nevertheless thousands of families can and do get along together, particularly in those cases where the old folks remember the Golden Rule and the young folks remember the Fifth Commandment.

In sum, the living and working conditions of our new masses of the aged should be the serious concern of just about every American, no matter what his age group. After all, none of us is getting any younger.

PICTURE OF THE WEEK: ➔

Last week, as Missouri's Grand River reached a 38-year high, it inched up a highway signboard near the town of Chillicothe. With a freakish nicety it almost "drowned" the figure of a swimmer. Elsewhere in the Midwest last week it was not so funny. Flood waters made thousands homeless and submerged farmlands. The effect on the U.S. harvest could not be calculated definitely until late summer. But farmers estimated that fully 25% of this year's corn crop would be lost.

SMOOTH POWER!



PHILLIPS 66 MOTOR OIL
SALES AND SERVICE STATIONS
ARE LOCATED THROUGHOUT THE COUNTRY



AS COMMUNISTS BREAK UP A "FREE SPEECH" MEETING, A HUNGARIAN FINDS HIMSELF BACKED INTO CORNER (LEFT). POLICE MADE NO EFFORT TO STOP COMMUNIST



BEFORE THE BATTLE Red intruders greet a Liberty party speaker, Vince Nagy (standing behind table), with

catcalls. Nagy is no relation to Hungary's ousted premier. A short while after his speech began, fight got under way.

"FREE SPEECH"

Reds turn assembly into a brawl

In Budapest last week Communist Boss Matyas Rakosi calmly announced that the many stories of Red terror in Hungary had been invented by American newspapers. More than that, added Hungary's tough new boss, it was all a big lie about a Communist coup d'état. Hungary was still ruled by a coalition government. Everybody was as free as the air and very happy.

Rakosi chose an unfortunate day for his statement. That night, in the Hungarian city of Szeged, the anti Communist Liberty party led by conservative Dezso Sulyok, held a public meeting to test "whether freedom of speech and assembly exists in Hungary." The results of the test are shown in the pictures on these two pages.

Before the speakers began their addresses, 150 Communist workers, armed with rubber hoses and rotten eggs, gained access to the hall. They drew and



CATCALLS, WENT INTO ACTION WHEN FIGHT STARTED

IN HUNGARY

when opposition holds a meeting

out the Liberty party orators with shouts of "Long live Rakosi" and "Long live Stalin!" When the 600 Liberty party members shouted back, Communist colleagues of the intruders turned out the lights in the meeting hall.

Then the eggs began to fly. The outraged Liberty party people grabbed up their chairs (*above*). The Communists grabbed chairs, too, and went to work with their rubber hoses. For five furious minutes people were clubbed, kicked and pushed through the windows. Boss Rakosi's police finally intervened and declared the meeting over.

Liberty party speakers hurried outside to address some 15,000 persons who had gathered in the square near the hall. The police promptly began arresting Liberty party members and sympathizers. Police officials explained, without batting an eye, that freedom did not include the right to "incite disorder."



PRICE OF FREEDOM in Hungary is a broken head. Here a member of the Liberty party, injured in the wild

rioting, sits weary and blood-spattered amidst the wreckage of furniture after Communists broke up the meeting.



EVITA CAPTURES SPAIN

Argentina's blond first lady demonstrates at Madrid that talent for friendship is a handy thing to have

On June 9 a half-million people crowded into Madrid's great Plaza de Oriente to hail a blond beauty. She was Eva (Evita) Duarte de Perón, the wife of Argentina's President Juan Perón. Evita (Little Eva) had flown the Atlantic "to extend a rainbow between the two countries" of Argentina and Spain. Dictator Francisco Franco saw to it that she got a proper welcome. Booming guns signaled her arrival, all Madrid bowed and scraped, and Franco personally awarded her the Grand Cross of Isabella the Catholic. From a sun-drenched balcony (right) Evita praised Franco "democracy" and then joined the generalissimo in the Falange salute. Later she abandoned her out-of-season fur cape to visit and embrace the poor.

Back in Buenos Aires stuffy Argentine aristocrats grumbled under their breaths at Evita's great triumph. They recalled, *sotto voce*, that Little Eva came from a family of nobodies, that she had been a radio and movie actress and that anyway woman's place was in the casa. This was manifestly unfair, because Evita's mission to Spain was one of friendship, and all her life she had shown a remarkable ability to win the right friends and through them to influence the right people.

Evita was born in 1919 in a little town called Junin, which is 160 miles from Buenos Aires. No one knows much about her early childhood or her parents, but when she was only 15 she was fortunate enough to meet a well-known Argentine composer and bandleader. This friendship led to an acquaintance with General Domingo Martinez, who was the chief of Buenos Aires police under the late President Ramón Castillo. As a good friend of the general Evita might have come to harm in the revolution but for the happy fact that she also cultivated General Pedro Ramirez, who became the provisional revolutionary president.

The value of these friendships was reflected in Evita's career as a radio actress. When she had the right friends, she was a star. When she did not, she was an extra at \$10 a week. This uncertainty ended after Evita met Colonel Juan Domingo Perón, except for a few days in 1945 when Perón was briefly arrested. At that time Jaime Yankelovich, the owner of Radio Belgrano, reportedly made the great mistake of shouting, "Fire Eva Duarte!" Life has been difficult for Señor Yankelovich ever since.

After President Perón consolidated his long friendship with Evita by marriage in the fall of 1945, she needed no other connections. Giving up a budding career as a movie star, she took a strong hand in the Perón social program. She helped her old friends in radio and sponsored a law that may bring equal rights to Argentine women. When Evita was ready to take off for Spain, 150,000 *peronistas* turned out to wish her well.

Last week Evita's triumphant tour of Spain was still in progress and her trip seemed worth the estimated \$4 million it would cost General Franco. But the real test of Señora Perón's genius for friendship would come later when she visited London. There, like an earlier Little Eva, she might find ice floes in the Thames.

EVITA CHATS WITH FRANCO AFTER RECEIVING THE GRAND CROSS OF ISABELLA



BISHOP OF MADRID, Alcalá Leopoldo Eijo y Garay, joins the big welcoming party on Señora Perón's arrival at Barajas Airport. Here Evita kisses the bishop's episcopal ring.



GRAND CROSS, Spain's decoration for "loyal colonists and dependents," is bestowed on Evita by Dictator Franco. Despite hot weather, Evita wore an elaborate mink cape.



ON BALCONY OF THE ROYAL PALACE EVITA PREPARES TO ADDRESS A HUGE CROWD. AFTER SPEECH FLAILING U.S.-STYLE DEMOCRACY SHE GAVE FALANGE SALUTE



AT A BOYS' CAMP on outskirts of Escorial. Evita stoops to get a youthful smack.



NEW ADMIRER, a Spanish officer, is dazzled by her during tour of city of Avila.



FIFTY PROVINCIAL COSTUMES are presented to Evita by the women's section of the Falange. Here they are laid out before Señora Perón in elongated wicker baskets.



LEAVING LONDON COURT AFTER CONVICTION, LADY DAPHNE RUSSELL (LEFT) WALKS AWAY FROM A "MISS CARLYS," THE "SICK FRIEND" SHE CLAIMED SHE HELPED

POUNDS FOOLISH

Duke's daughter gets a heavy fine
for living too well on the Continent

When a British subject goes abroad his government will let him take only £100 in cash out of the country. But last year a number of touring Britons lived on the Continent in suspiciously grand style. One of these was Lady Daphne Russell, 27-year-old daughter of the Duke of Bedford. In France, where the banks could not legally cash her checks, she sold them to a shadowy Parisian named "Black Max" Intrator. Intrator unloaded them on Paris' black

market, where they were traded back and forth before they eventually found their way back to Lady Daphne's English bank to be cashed. Last December the Paris police arrested Intrator as Europe's biggest black-marketeer in international currencies. Since then the British law has been catching up with foolish people like Lady Daphne. Said her London solicitor, "She needed the money to help out a sick friend." Said the magistrate, "Fined £1,400."

FROM



une

TO



eptember

A TIP TO REMEMBER:

*let soup be
your one hot dish!*

Plan now, lady, to make the very most of all the lovely summer days that lie before you. Plan to live outdoors every precious minute you can—along with your family.

You've meals to get, you say? Of course; but remember—you've help to call on with Campbell's Soups on hand. Let these tempting and nourishing soups help lighten your kitchen work... speed your kitchen time... feed your family well. Then—get out and have fun!

Campbell's SOUPS



LOOK FOR THE RED-AND-WHITE LABEL

With Campbell's Soups
I take my ease;
And still I'm sure
My folks to please!



BEEF through and through—and good!

A stock slow-simmered from lean beef... golden egg noodles steeped in the good beef broth... lots of tender pieces of beef—add up to hearty and happy eating for all the family. Try it and see!

CAMPBELL'S BEEF NOODLE SOUP

"The soup most folks like best!"

Luscious red-ripe tomatoes... golden table butter... gentle seasoning... and an exclusive recipe all combine to make America's favorite soup. Add milk, instead of water, for an extra-delicious cream of tomato.

CAMPBELL'S TOMATO SOUP

When folks are extra hungry!

Hefty's the word for this grand soup adapted by Campbell's to American tastes. The thick, nourishing meat stock brims with many fine vegetables, good barley and tender pieces of mutton. A substantial main-dish soup.

CAMPBELL'S SCOTCH BROTH



**PART OF
THE AMERICAN SCENE**

Pueblo Village

—where an old way of life still lives, adding rich color to the picturesque beauty of the great Southwest. Highlighted by the dazzling New Mexican sun, it is an artist's delight, and a historic part of the American Scene. Painted by Warren Baumgartner.



Throughout this nation of coffee lovers **MORE PEOPLE BUY
AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

● Like this famous Taos Pueblo, Maxwell House is part of the American Scene—for coffee is America's favorite beverage, and Maxwell House is its favorite coffee.

Flavor is the reason for this coffee preference. More flavor, richer flavor, truly "Good to the Last Drop" flavor! To achieve this, many choice Latin-

American coffees are expertly blended for *mellowness... vigor... richness... full body!* Then "Radiant Roasted," through and through! Then vacuum-packed, roaster-fresh, so that no air can get in, no flavor can get out! No wonder more people buy Maxwell House than any other brand of coffee *at any price!*

Tune in . . . Maxwell House Coffee Time . . . NBC, Thursday night

Good to the Last Drop!



NEW! Now in Instant form too!



MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE

PEOPLE

A PRINCE VISITS A U.S. CAMPUS

Prince Nawaf al Saud, 17th son of King Ibn Saud of Saudi Arabia, decided he wanted to see a typical U.S. school while he was in New York for a visit. So on June 19 he swept into New York's Bayside High School to make his inspection tour. He peered at a goldfish tail under a microscope, swung a baseball bat cross-handed and cheerfully autographed the school yearbooks of bobby-soxed coeds (*below*). The prince had a wonderful time. But the princi-

pal of the school, Dr. George J. Crane, enjoyed the occasion even more. He pointed out to the prince that there are seven golf courses near the school. "You'll forget many things but you won't forget that," he added. When the photographers took pictures Dr. Crane urged, "Smile, prince, m'boy." The 14-year-old prince, who speaks only Arabic, did not understand, but he did smile. Dr. Crane said wistfully, "I'd like to have that boy as a pupil."



What's Your Head Doing... GROWING HAIR OR GROWING BALD?

WATCH FOR THESE "COME WARNINGS"

Flaky dandruff,
scaly scalp
Dry, tight scalp
Weak, wispy,
falling hair



Rout Infectious Dandruff from Hair and Scalp Fast—With Antiseptic Jeris!

**Contains Special Antiseptic Agent Found In No Other
Leading Hair Tonic! Acts Faster—Promotes Hair Health!**

Baldness is not always inevitable. Proper care may save your hair for years—perhaps forever! Massaged into hair and scalp daily, JERIS, with its special antiseptic agent, quickly routs infectious dandruff, kills scalp germs...loosens and "conditions" your scalp so it encourages healthy hair growth. Leaves hair healthier, handsomely groomed. Non-greasy. Try JERIS today. 50¢, 75¢, and \$1.00 sizes at toilet goods counters. Applications at all barber shops.

TRIPLE-ACTION TREATMENT

IN ONLY 30 SECONDS

JERIS, massaged into hair and scalp—

1. Dissolves itchy dandruff scale.
2. Stimulates circulation, loosens scalp, encourages hair growth.
3. Kills scalp germs.



To Grow Healthy Hair—Keep Your Scalp Clean with

JERIS

ANTISEPTIC Hair Tonic

Jeris Sales Company, 805 E. 140th St., New York 54, N. Y.



AT CAMBRIDGE, ERNEST BEVIN DONS GOWN TO GET AN HONORARY LL.D.

BRITONS ON CAMPUS

It was commencement time in England as well as in the U.S. (pp. 21-27). Britain's Foreign Secretary Ernest Bevin (*above*) visited Cambridge, received a degree. At the same time Tory Anthony Eden (*below*) went back to his alma mater Eton and, with his Etonian son, observed the school's 500th anniversary.



AT ETON, ANTHONY EDEN (RIGHT) TOURS CAMPUS WITH SON NICHOLAS

CONTINUED ON PAGE 48



- 1.** Just be yourself when you visit a Statler Hotel. It's one place where you really *are* a guest, and you'll find that it takes no special skill to enjoy every minute of your stay at the Statler. For example ...



- 2.** You don't need to be a mathematician to figure out a formula for a good night's sleep. There's a foot-thick mattress with 837 coil springs on your Statler bed, and it's so comfortable you'll probably be asleep before you can add 2 and 2!



- 3.** You don't need to be a doctor to find out how much better you feel after a refreshing Statler shower. The new adjustable showerhead lets you start with a *regular spray*, rinse with a *flood spray*, and finish off with an invigorating *needle spray*.



- 4.** You don't need to be a magician to find something good to eat. Statler's staff of expert chefs turns out just about the best meals in town in any Statler city. Everything from soups to desserts is just the way you like it. And it's served the way you like it, too.



- 5.** You don't need a guide to plot your course from the Statler when you want to get about town. The business district, the theatres, and smart shops are conveniently close to the front door of every Statler Hotel.



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!

Happy note
for
breakfast

WITH A HEALTHY P.S.



SUNSWEEET HELPS
KEEP YOU
REGULAR, TOO.

SUNSWEEET
PRUNE
JUICE

Now also
available
in cans



Prepared and distributed by the
makers of Mott's Fine Fruit Products



MME. LIDIYA GROMYKO TELLS U.S. RADIO LISTENERS ALL ABOUT RUSSIA

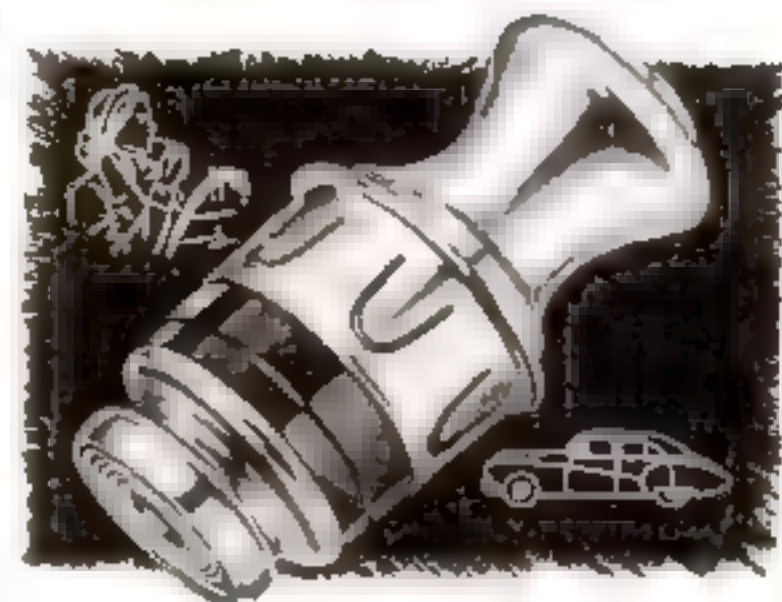
THE GROMYKO FAMILY

Two Russians with a surname that has come to be better known in the U.S. than in Russia, recently ventured out and got their pictures taken. They were the Gromykos, mother and son. On June 12 Madame Lidiya Gromyko, plump wife of the Soviet diplomat, was interviewed on the radio in Manhattan (above). She graciously offered to answer questions about Russia, said that Russia was big, had 16 republics and 200 million people. Six days later the Gromykos' 17-year-old son Anatoli visited the courthouse at Mineola, N.Y. to apply for a junior driving permit (below). Anatoli had been turned down twice before because of red tape, but this time he got a learner's permit. With characteristic Russian directness he announced that he would be ready to pass the road test 44 hours later.



PRECEDED BY "SECRETARY," SON ANATOLI GETS A DRIVING PERMIT

NOW YOU CAN
**Replace Your
Car ^{cigarette} Lighter**
WITH THE ORIGINAL CASCO!



Make your car lighter good as new.

If it won't light, simply screw a new Casco heating element on to your present Casco automatic lighter knob. only \$1.00

... If it is missing, replace it with another Casco "pop-out" knob and element unit for..... \$1.50

Casco makes the famous pop-out automatic lighters found in most cars and now Casco is back with the parts you need to repair or replace your lighter. At auto supply stores, service stations and garages wherever you go.

CASCO

POP-OUT DASHBOARD LIGHTER

CASCO PRODUCTS CORPORATION, BRIDGEPORT 2, CONN.

CLEAR, DEPENDABLE RECEPTION
BOWERS
RADIOS and



RADIO-PHONOGRAPHS



BOWERS
A Name to Remember

BATTERIES • SPARK PLUGS • RADIO

BOWERS BATTERY & SPARK PLUG CO.
READING, PENNSYLVANIA



Copyright, The American Tobacco Company

"Sticks' of Fine, Ripe Tobacco," painted by Georges Schreiber

FINE TOBACCO ...

*Light tobacco
Ripe tobacco
Mild tobacco
L.S./M.F.T.*



LUCKY STRIKE *means* **fine tobacco**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw



I'm glad I listened to you, Aunt Beth

AUNT BETH, do you remember the day I told Tom I'd marry him?

Oh, I was in the stars about it. I guess I didn't come down to earth till we had the family talk, and Mother and Dad told me they could swing the wedding, but not much in the way of "worldly goods"...

I was glad I'd told only you about the beautiful International Sterling pattern I'd picked out. And you were sitting there in the big chair, watching me turn off my dream of owning solid silver—listening to me declare I'd get along with any old thing.

And then you spoke up: "Nonsense," you said. "Begin with just a little, but get the best. Things that will make you proud, that you'll want to keep forever. Have your

International Sterling, honey... even if it's just two place settings!"

I'm glad I listened to you, Aunt Beth. And just see how these "two place settings" have grown!

Because, of course, I just *had* to show my friends my first shining "family silver." And when the wedding presents began coming in... well, it seemed as if *everyone* wanted to help build my set!

And the thank you notes I wrote, Aunt Beth—they were really from my heart.



Plan to begin with sterling silver tableware... silver all the way through... in one of the

exquisite International Sterling patterns. You'll want to see the rich, luxurious Rachel pattern... now available again.

For International lives up to your dreams... in its weight of solid silver, its artist-designed patterns, its hand-finished workmanship, its respect for your life time.

Begin, if you like, with individual place settings. Or have a complete service for 6, 8, or 12.

Prices on famous International Sterling have not been raised! Setting for one, as low as \$21.75.

All patterns shown are made by The International Silver Company in the U.S.A.

TUNE IN to *The Silver Theatre*, Sunday evenings, 6:00 p.m., I.D.S.T., Columbia Broadcasting System.

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International Sterling



IN BOSTON'S ALGONQUIN CLUB, THE GUESTS OF GUNMAKER MELVIN JOHNSON INTERRUPT THEIR DINNER TO TAKE CAREFUL AIM AT TARGETS ACROSS THE ROOM

HARMLESS GUN

It looks like a submachine gun
but will not puncture balloons

Melvin M. Johnson Jr. of Johnson Automatics Inc. has been inventing weapons since he was 11. Just before the war one of them made headlines when it almost beat out the Garand to become the standard rifle of the U. S. soldier. Recently Inventor Johnson proudly unveiled another and somewhat less lethal weapon, presenting it to a selected group of Boston Social Registerites at a dinner (above) at the Algonquin Club of Boston.

Johnson's new gun, for all its forbidding appear-

ance, is not a gun at all but a toy target weapon. It is powered by a rubber band, shoots a steel pellet with great accuracy but only for 30 feet or so. It scored a great hit at the dinner party. Between courses the guests amused themselves by potting away at paper targets placed around the room. In addition they practiced on live game: a pretty model (next page) supplied by Mr. Johnson. The model wore a cloak of balloons which, despite accurate and persistent marksmanship, failed to break.

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BALLOON-CLAD MODEL was peppered mercilessly by guests at the party. They were astonished and distressed that balloons failed to break when hit.



PELLET HITS BALLOON in stroboscopic-light picture but bounces off. Extremely accurate rifle pellets merely sting bare flesh but will shatter glass.

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Windshield Washers

CONTINUED ON PAGE 48

HERE'S YOUR VALUE FINDER!

NEW PLYMOUTH QUALITY CHART

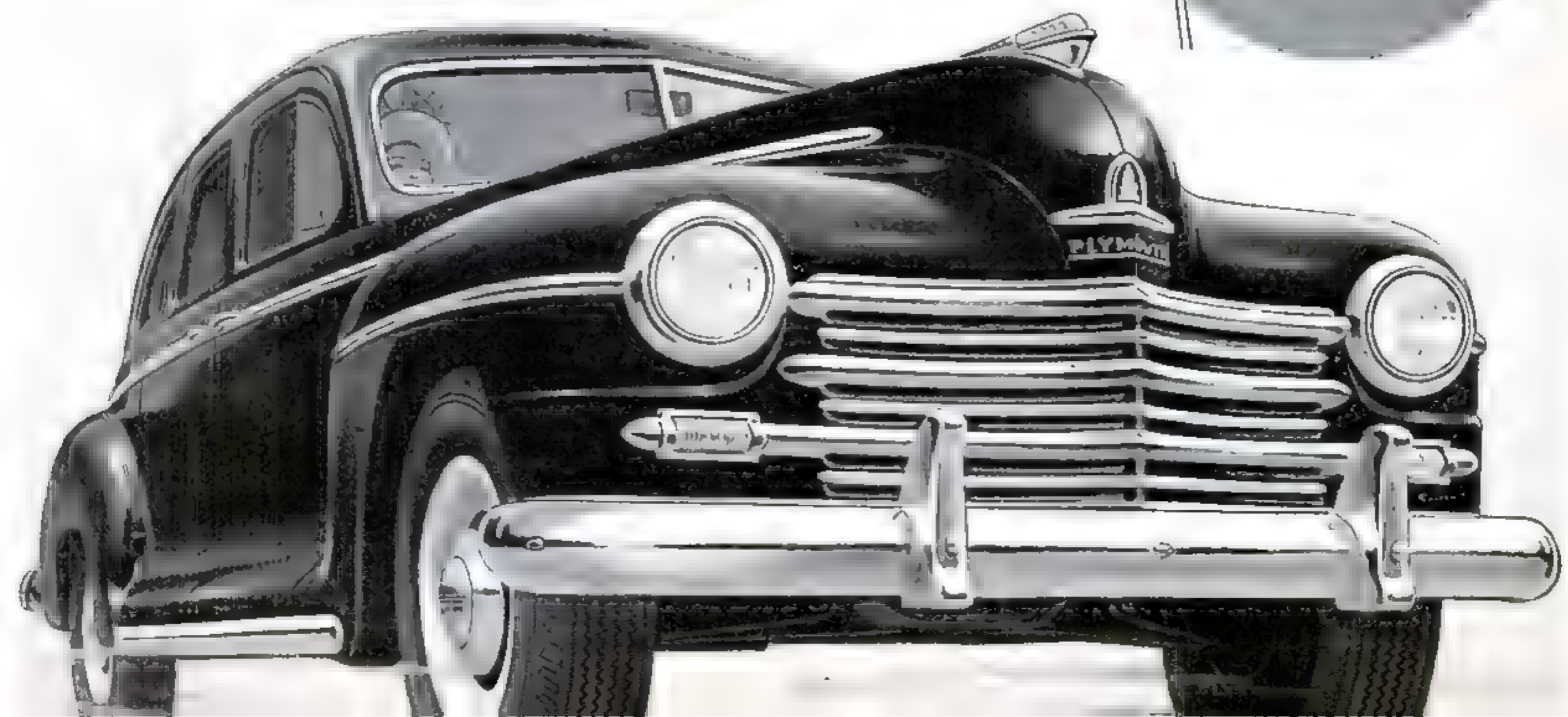
How all three leading low-priced cars compare in 21 quality features found in high-priced cars

	L-HEAD ENGINE	FULL PRESSURE ENGINE LUBRICATION	CHAIN CAMSHAFT DRIVE	FOUR RINGS PER PISTON	VIBRATION DAMPER	OIL BATH AIR CLEANER	FLOATING-TYPE OIL INTAKE	VALVE TAPPET ADJUSTMENT	AUTOMATIC CHOKE	BY-PASS THERMOSTAT	PRECISION-TYPE LOWER CONNECTING ROD BEARINGS	COIL FRONT SPRING	FOUR SPRINGS	117" OR LONGER WHEELBASE	95 HORSEPOWER OR HIGHER	RUSTPROOFED BODY	ROLLER BEARINGS ON TRANSMISSION COUNTERSHAFT	ROLLER BEARINGS ON UNIVERSAL JOINTS	TAPERED ROLLER DIFFERENTIAL BEARINGS	HYPOID REAR AXLE	HOTCHKISS DRIVE	TOTAL
High-priced car No. 1	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	21
High-priced car No. 2	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	21
High-priced car No. 3	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	20
Low-priced PLYMOUTH	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	20
Low-priced car No. 2	YES	YES	NO	YES	NO	YES	NO	NO	NO	NO	YES	NO	NO	NO	YES	YES	YES	NO	YES	NO	NO	9
Low-priced car No. 3	NO	NO	NO	NO	YES	NO	NO	YES	NO	NO	NO	YES	YES	NO	NO	YES	NO	YES	YES	YES	NO	8

This famous Quality Chart is your No. 1 aid in weighing car values. It gives you the facts and figures. Read right across the list of features. You identify every one of them with America's finest cars. Read right down the list of cars. You see that low-priced Plymouth

gives you 20 out of 21 features found in high-priced cars. Neither of the other leading low-priced cars has half as many of these features as the newest Plymouth. Yes, if it's Value you want, it's Plymouth you want. PLYMOUTH Division of CHRYSLER CORPORATION

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Solarex

SCIENTIFIC SUN GLASSES



Cornel Wilde
Starring in
"The HOMESTRETCH"
A 20th Century-Fox
Technicolor Production

Style SS-46

Harmless Gun CONTINUED



DEBUTANTE Constance Yerxa of Boston fires a real semiautomatic at Johnson's outdoor range. She enjoyed this but developed a pain in her shoulder.



JOHNSON AND SONS Melvin III (left) and Edward look at new indoor gun. Eleven-year-old Melvin has wanted a gun since 1943, finally got one of these.

"Pick o' the Picnic!"



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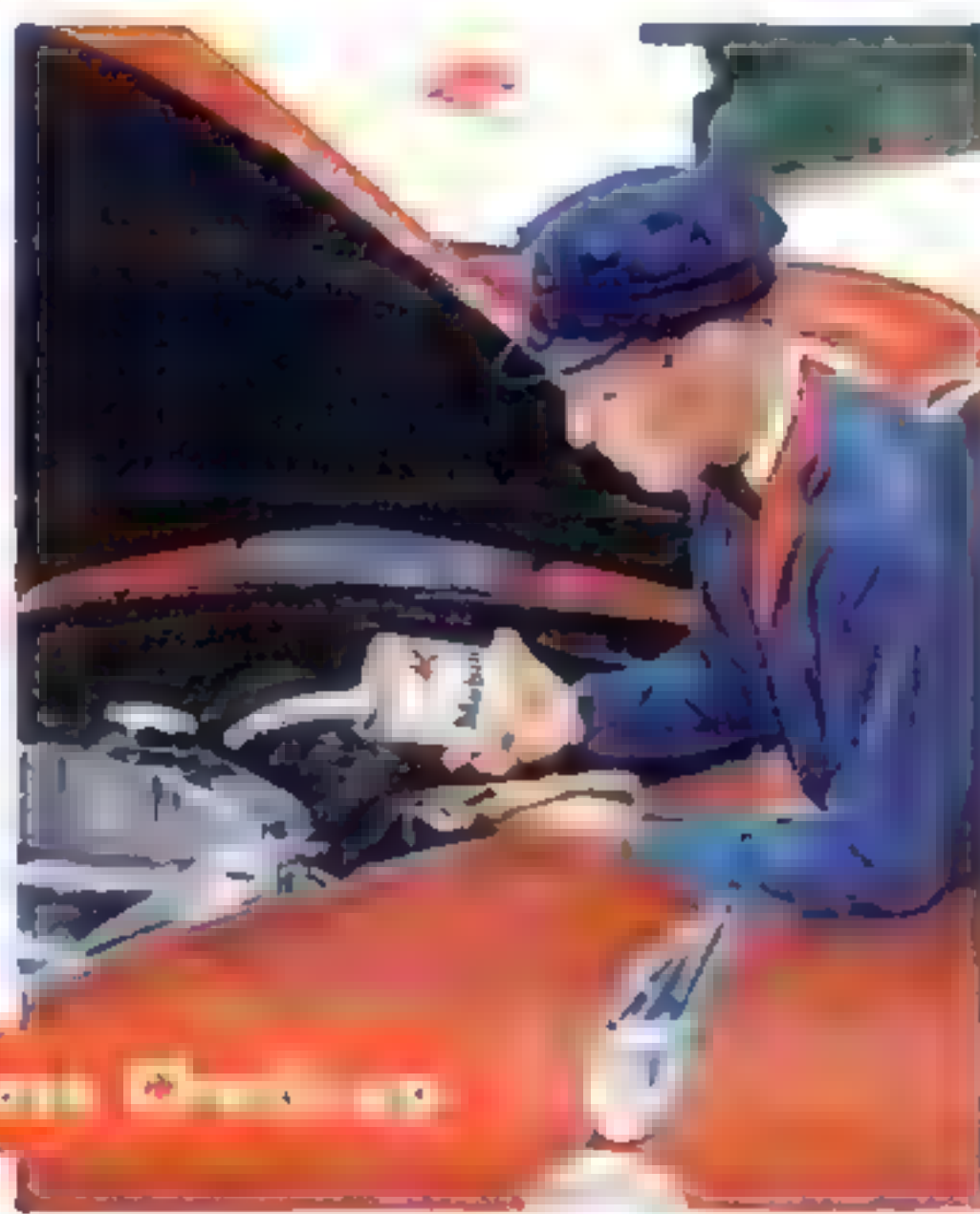
33 FINE BREWS BLENDED INTO ONE GREAT BEER

JULY

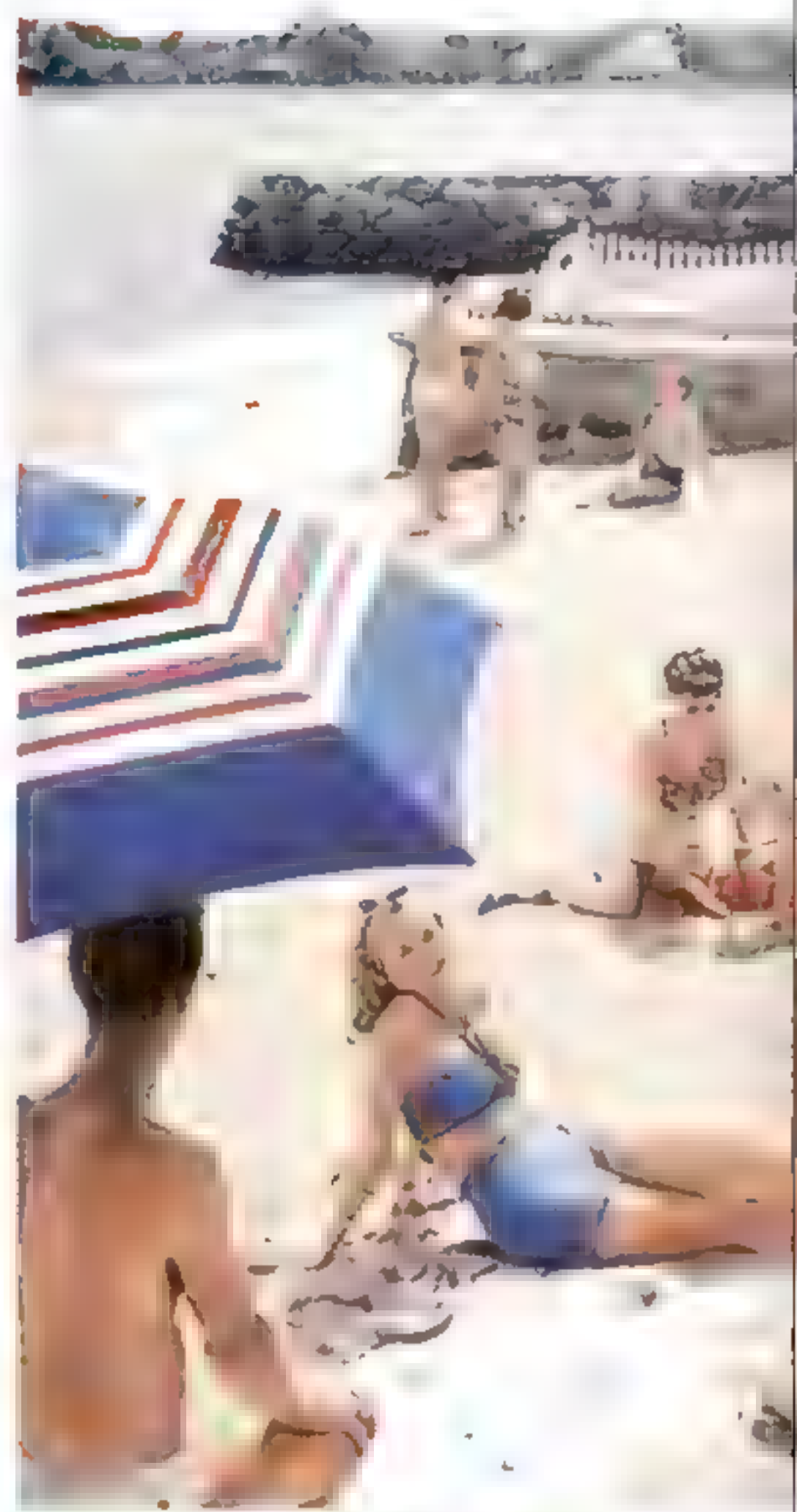
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From all the garden's host, one butterfly on dancing
 wings hovers before her, spending its brief hour
 with joy to symbolize her love. Just so, the diamond
 on her finger will some day gleam more brilliant than
 any other, reflecting her love's own image. Her
 engagement ring-stone should be chosen, then,
 for its proud place. It need not be of many carats,
 for color, clarity and cutting contribute
 also to beauty and value. Be sure to
 seek the advice of a trusted jeweler.
 De Beers Consolidated Mines, Ltd.,
 and Associated Companies.



ONE-QUARTER CARAT \$95 TO \$210



ONE-HALF CARAT \$230 TO \$300

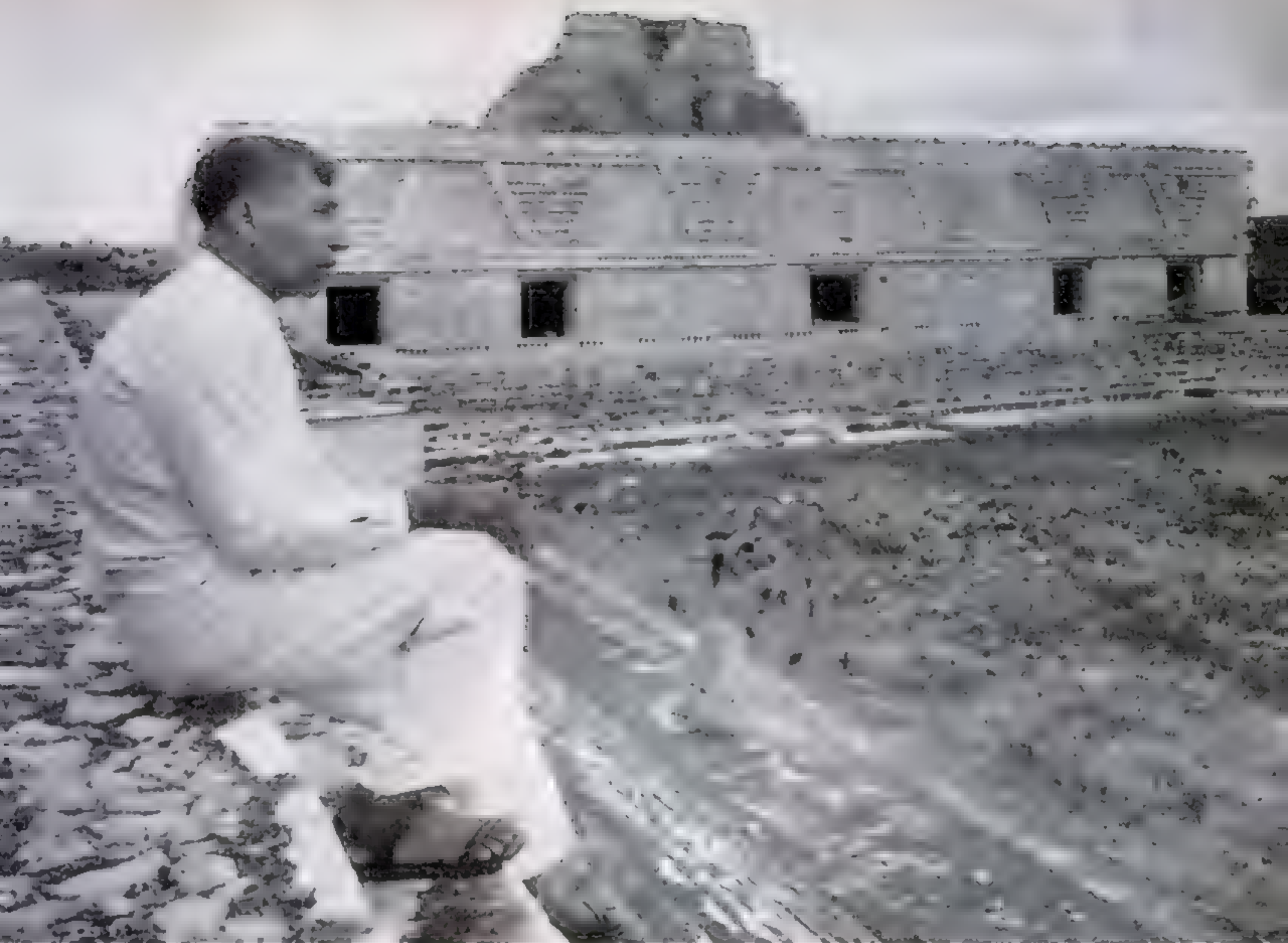


ONE CARAT \$400 TO \$1160



TWO CARATS \$1400 TO \$2900

The prices above for unmounted quality stones were averaged from a great many stores in April, 1947. Add 20% Federal tax.



MAYA FARMER NEMASIO XIU SITS AMONG RUINS OF UXMAL, A GREAT CITY IN NORTHERN YUCATAN, WHERE HIS ROYAL ANCESTORS OF XIU FAMILY ONCE REIGNED AS KINGS



THE MAYA



THEIR CIVILIZATION WAS THE NEW WORLD'S FINEST

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

Two thousand years ago the greatest native civilization of the New World was born in the lush tropics midway between North and South America. It grew to maturity in the isolation of dim forests, unknown alike to the nations of Europe and Asia and to the primitive Indians of the North. Even the tribesmen of neighboring lands seldom penetrated the tangled jungles of the Guatemala hills and the Yucatan Peninsula where this magnificent creation was developing. There a people called the Maya were building beautiful temples and tall pyramids. They were carving intricate hieroglyphic inscriptions on stone monuments. They were perfecting a calendar that was more accurate than the one we use now. The Maya were a gifted people and their environment was rich and generous, but the mystery of why they alone of all the Central American tribes were able to build a high culture is still unsolved.

The Old Empire (pp. 54-57), first and greatest era of the Maya civilization, began in 317 A.D. and reached its fullest development in the Eighth Century, about the time when Charlemagne was uniting Western Europe. But at the peak of its glory the Old Empire weakened and failed. Its people started migrating toward the thinly populated regions of the north (map,

next page). By the 10th Century its beautiful cities stood silent and deserted.

The second and final phase of the Maya civilization was the New Empire (pp. 58-61), a spectacular renaissance confined to northern Yucatan and sparked by the arrival there of strangers bringing in the foreign customs of the Central Mexican Toltec tribes. Again there was a period of growth; again there was disruption and decline. When the first of the Spanish invaders came in 1527, the New Empire was dying. Its finest buildings were abandoned. The Spanish conquest only speeded the inevitable return of its towns to the wilderness, of its citizens to peasant life.

When the Spaniards went home to Europe they carried fabulous tales of other American peoples, the Aztec and Inca, whose cities of gold they had taken. But the Maya had had little gold, and the wonder of their culture, the greatest of all, remained almost unknown until 50 years ago when archaeologists began digging their ancient cities out of the jungle.

Among the magnificent ruins today, in scattered villages of thatched huts, dwell the modern Maya. The noble and priestly classes who once governed them are gone, leaving only simple farmers, like the Indian above, who sometimes stop to stare at the crumbling temples and palaces of their great ancestors.



MAYA AREA includes whole of Yucatan Peninsula and mountains to south. Only largest sites are shown. Arrows indicate migrations that converged in north to create New Empire: that of Old Empire peoples

(right arrow) from their early centers in what is now Guatemala, and that of intruders (left arrow) from Mexican highlands. Old Empire covered entire area. New Empire existed only in northern tip of peninsula.



OLD EMPIRE CITY of Copan in Honduras, shown here in an artist's reconstruction, is the second largest ever built by the Maya in the southern half of their territory. Its central part, shown above, covered

MAYA SOCIETY

The farming economy that made it possible finally brought on its decline and fall

by SYLVANUS GRISWOLD MORLEY

The author of this description of Maya life is an Associate of the Carnegie Institution of Washington and has studied the Maya for 42 years. His recently published book, The Ancient Maya, was used as the basis for LIFE's photographic essay.

The crumbling ruins now lost in the Central American jungle were once magnificent cities like the one above. These cities and the whole brilliant civilization that raised them rested on one simple agricultural staple: corn.

The Maya happened to be the best farmers of their time and region. When they had learned how to cultivate corn, they discovered that they could settle down in one place. Instead of roaming across the countryside in search of food they

simply burned off a patch of the jungle, planted corn in the rich forest soil and let it grow. As their farms prospered they built towns and temples, and the gifted members of the tribes found time to develop such attributes of civilization as art, written records, a complex religion and a class society.

At the base of the Maya social structure were the growers of corn themselves, the plain citizens, the hewers of wood and drawers of water, whose labors fed the rest of the community and whose sweat and toil reared the great cities of cut stone. Working in groups, they did the hunting and fishing and cut the wood for the kilns where limestone was burned to make mortar. With the help of slaves the common people pro-

vided the farmer-artisan structure upon which the civilization rested. They lived under a grueling form of socialism, which permitted them to keep one third of their produce.

Another third went to the priests. They were a powerful class who regulated virtually every Maya activity from the cradle to the grave. They cast horoscopes to determine the path of each individual's life. They studied the stars, predicted eclipses, made accurate forecasts of the risings and settings of the Morning and Evening Stars. They made prophecies. But most important, they superintended—and determined—the religious sacrifices of foods, cotton cloth, birds and animals. On special occasions they presided over sacrifices of human victims. Since religion was the biggest single element in ancient Maya life and culture, the members of the priesthood fulfilled an important function.

The remaining third of the farmer's produce went to the nobility. The members of the priesthood were drawn from the noble class. So were the holders of offices in the Maya government. This nobles' class, called the *almehenob* ("those who have fathers and mothers"), was careful of its pure lineage and kept genealogical records to prove it.

Out of the *almehenob* class came the supreme ruler of them all, the hereditary chief called the *halach uinic*, the "true man." He combined ex-



more than 75 acres. This consisted of an enormous raised acropolis covered with pyramids and temples (right) and surrounded by plazas. Within a radius of 7 miles from this center were 16 smaller groups of

executive, legislative and judicial functions. He not only made the laws and interpreted them, but he also saw to it that they were enforced. With the aid of a council of state he made his own foreign policy. He also led his army to war.

The religion of the Maya, like their social hierarchy, was rooted in the agricultural economy. It was a polytheistic religion, with some 12 major gods, most of them agricultural. For these gods the early Maya built most of their beautiful stone temples. As their knowledge of astronomy increased, they created more specialized gods of time and heavenly bodies and built other temples to honor them. It was a religion based on the concept of a never-ending struggle between the powers of good and evil for the soul of man. The Maya heaven was a comfortable place of warmth and lassitude where there was plenty to eat and nobody had to plant or harvest corn. The Maya hell was forbiddingly cold.

The Maya scholars had time to turn their thoughts to science and they used their time well. After many centuries of searching for a measurement of the true length of the solar year and the exact period of the lunar revolution (both signposts in any farmer's year) they finally perfected their calendar, more accurate than our own. It stands as one of history's greatest intellectual achievements. The Maya were the first people in the world to devise numeration by position, i.e.,

buildings which depended upon it and were part of the same community. Imposing stone structures such as these served as the seat of government and religion, probably also housed members of the noble and

a system of putting figures together as we put numerals 1 and 0 together to make 10. (They put their figures one above the other instead of side by side as we do.) To record the results of their



scientific observations for themselves and, as it happened, for posterity, they invented a unique hieroglyphic writing, the only original graphic system to be developed in the new world.

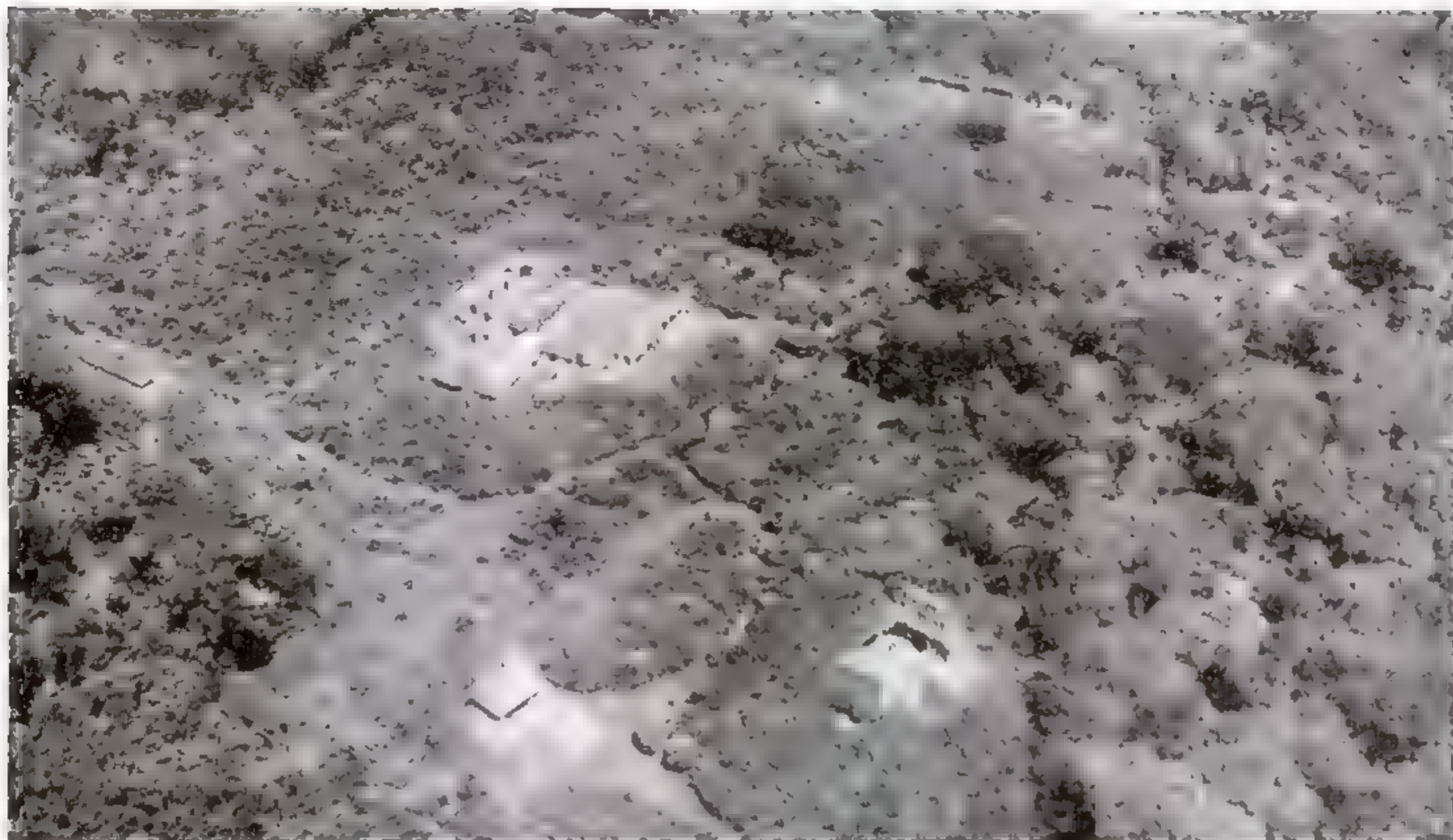
It was a brilliant civilization, and it lasted

priestly classes. Residences of the great mass of the people, however, were palm-thatched huts made of poles and mud (right foreground), built on low mounds of earth and scattered through the surrounding forests.

through 1,100 years and two great empires. Yet for all its brilliance, the Maya civilization was unable to cope with the forces that brought it into decline and, finally, into collapse.

What were they? Such causes as intellectual exhaustion, climatic changes, disease, civil war and foreign conquest have been suggested. But the most probable cause is none of these. It was a more compelling one and, in a way, a more ironically fitting one. The Maya agricultural system broke down. The agricultural system, which was the basis of Maya society, of its wealth and its great culture, depended upon burning jungle growth away, clearing the moist, fertile land that was such good corn-growing soil. But over the years the burned-off jungle acres became grassy plains and the available jungle retreated farther and farther away. With all their genius for sculpture and science, the Maya had developed no plows, no agricultural tools at all except a pointed stick. This simple tool, excellent for planting corn in the loose forest soil, was useless for digging up the stubborn roots of grass in the vast, man-made savannas. So the harsh, choking grasslands took over the area, and the corn crops—and with them the Maya agricultural economy—languished and died.

Then, in less time than the Maya had taken to burn it down, the jungle crept back around the cities as the great temples slowly fell in ruins.



FROM THE AIR RUINS OF PALENQUE STAND OUT AGAINST THE DARK FOLIAGE THAT SURROUNDS THEM. TEMPLE AT LOWER LEFT IS SHOWN IN COLOR ON OPPOSITE PAGE

OLD EMPIRE

It began when the Maya learned to build and carve in stone

Early in the Fourth Century A.D. the Maya, apparently concerned about the impermanence of their wooden structures, began to build and carve in stone, and with this important change the Old Empire began. The new medium had great possibilities, even for people who had no metal tools. Gleaming towns of stone and mortar were built, first in the central region, then

all over the Maya area. Splendid stone "period markers" (pp. 56-57) were set up regularly at all the large centers to record important dates. Painting, weaving, ceramic and feather-working techniques were perfected. By the Eighth Century the Old Empire, widespread and well established, had entered its Great Period. Sculpture and architecture were at their best.

Science, religion and the social order were highly developed.

This was the Maya Golden Age, the climax of a long period of preparation. But it was also a turning point: during the next 200 years, construction ceased and the population dwindled. The Old Empire was finished. Far to the north, in Yucatan, the New Empire was beginning.



MOLDED FIGURE on the wall of a Palenque building is a good example of delicate, sophisticated stucco reliefs that were made there in the Great Period.



THE ARCH used in Maya architecture was a false arch. It had no keystone, was made by inclining two walls toward each other, capping with flat stones.



STONE STATUE from Copan is bust of a woman wearing a large pendant. It is cruder than figure at the left, is earlier and carved from harder material.



DEEP IN THE JUNGLE that has been creeping in around it for 1,200 years stands the Temple of the Sun at Palenque, one of the greatest art centers of the Old Empire. Although the temple is less imposing than the great pyramids of the

New Empire, its handsome proportions and fine stuccowork represent the best of Maya sculpture and design. The sloping roof and tall roof comb were covered with delicately molded high relief decorations at which Palenque's sculptors excelled.

CONTINUED ON NEXT PAGE



FRONT OF A PERIOD MARKER at Copan shows elaborate carving which was lavished on these monuments set up to record the ends of 1-, 10- or 20-year periods. The erection of these bearded stone was a vital factor in Maya life.

THE MAYA CONTINUED



HIEROGLYPHIC STAIRWAY, the most elaborately decorated structure at Copan rises from one of the long courts of the city's great temple. Carved on the faces of the steps are nearly 2,000 hieroglyphs which make up the largest Maya



SIMPLE URN was found in the ruins of oldest stone buildings. Changing pottery formed by the Maya as related to



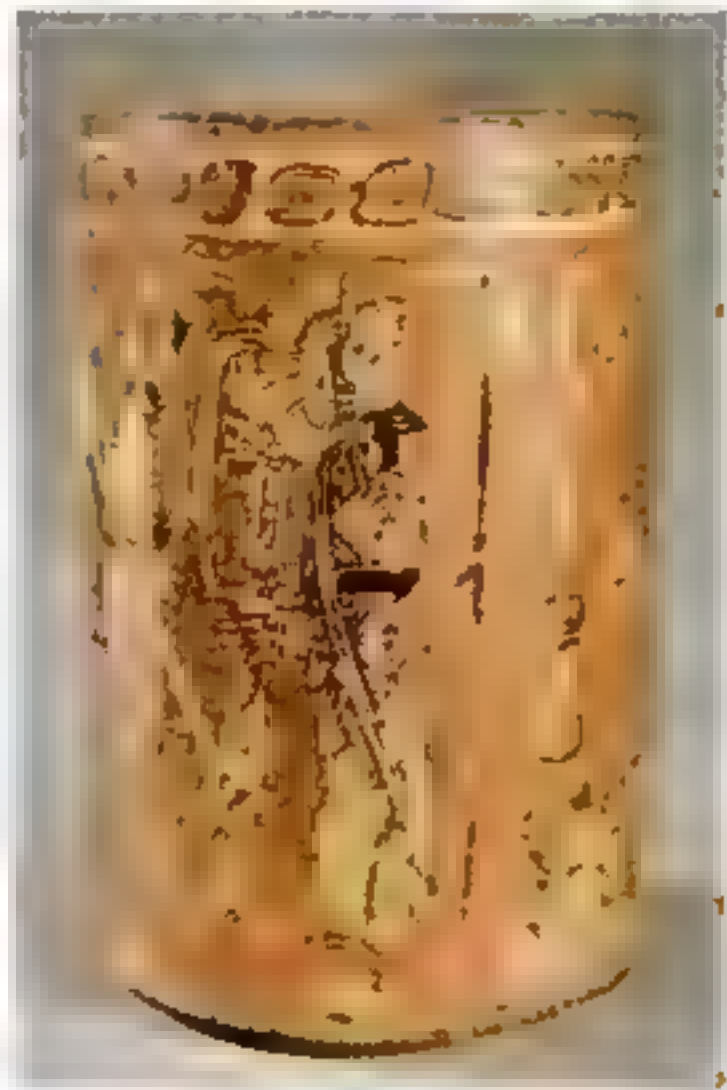
BETTER POTTERY, like this covered jar, is from Teotihuacan period (317-600), era of fast vanishing buildings.



inscription known. Since Copan was a center of astronomical and scientific study, the writing on these steps may be a record of some of the observations and conclusions of its scholarly priests. The large carvings in center are incidental decorations.



INGENIOUS PIECE was also made in Tzakol period. Top half of this fat, incense-burning figurine comes off.



FINE VASE with brilliant Maya paintings was made in final, or "Great," phase of the Old Empire, which ended in 987.



REAR OF A PERIOD MARKER bears the exact date of its dedication in the hieroglyphics of the marvelously accurate Maya chronological system. Stairway and both stelae shown here were carved during Great Period of the Old Empire.

CONTINUED ON NEXT PAGE



THIS MASSIVE, BEAUTIFULLY DESIGNED QUADRANGLE AT UXMAL PROBABLY SERVED AS THE RESIDENCE OF PRIESTS WHO OFFICIATED IN THE CITY'S MAIN TEMPLE (FOREGROUND).

NEW EMPIRE

**Foreign influence and migration
led to a cultural renaissance**

As the economic basis of life in the Old Empire began to fail, waves of emigrants from its moribund city-states carried their brilliant if decadent culture northward into the sparsely settled provinces of Yucatan. During the same period and later, another and very different kind of people drifted into the region from the southwest: people of central Mexican origin, or perhaps Maya who had become Mexicanized by long association with neighboring Toltec tribes. These two cultures, the Maya and the Maya-Mexican, came together in the flat, densely forested northern lowlands during the 10th and 11th Centuries. There, revitalized by new blood, new ideas and new land, the declining Maya civilization was reborn.

The heart of the New Empire's governmental organization and the full-

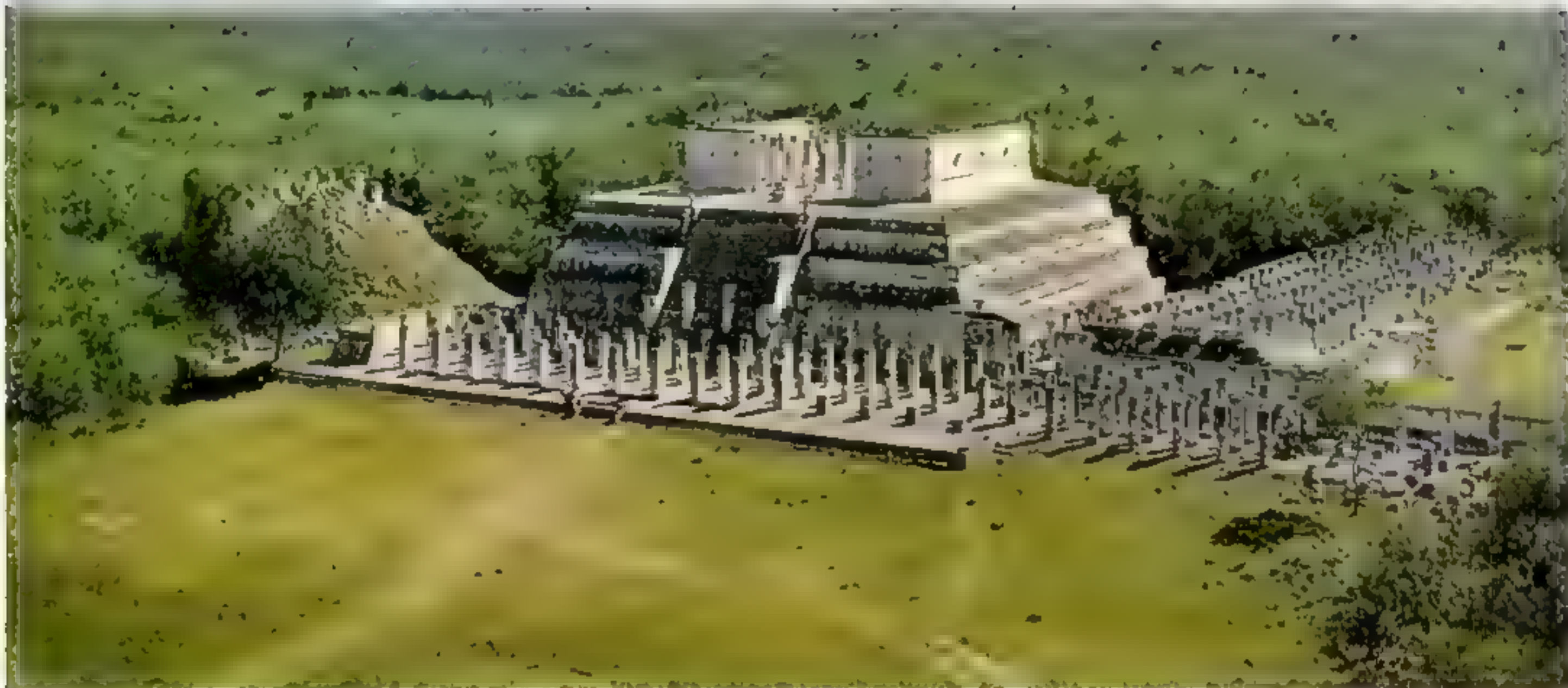


ALTHOUGH UXMAL WAS RULED BY THE MAYA-MEXICAN XIU DYNASTY AND MAY EVEN HAVE BEEN BUILT BY THEM, ITS ARCHITECTURE IS MUCH MORE MAYA THAN MEXICAN

est expression of its great architectural advances was a group of three major cities: Uxmal (*above*), Chichen Itza (*next page*) and the smaller but politically important Mayapan. All three were ruled and developed by Mexican dynasties. All three were members of a federation set up to protect the Maya-Mexican intruders against potential uprisings of the native population. But in their appearance the cities differed enormously. Uxmal, with its simple, well proportioned buildings, is typically Maya renaissance, while many New Empire buildings at Chichen Itza are strongly Mexican in style. Mayapan combined characteristics of both these architectural forms.

For nearly 200 years the New Empire prospered and expanded under the guidance of its adopted rulers. But as their power grew, the leaders' trust

in each other diminished. In 1194 Hunar Ceel, Lord of Mayapan, brought in Tolttec mercenaries from a Tabasco garrison and conquered Chichen Itza. With this act of treachery the last creative phase of Maya culture ended. The intricate governmental machine was kept in operation at Mayapan for two and a half undistinguished centuries, during which time the defeated princes of Uxmal and Chichen Itza lived there as hostages and served as deputies to the conquerors. Then in 1441 the oppressed nobles revolted. Mayapan was sacked. After the bitter fighting ended, all the great centers were abandoned. The people of each place moved far away and built other and humbler homes. The Xiu family of Uxmal, who had led the successful rebellion, called their new town "Mani" which means "It is passed."



THE TEMPLE OF THE WARRIORS with its associated colonnades was probably a governmental and business center as well as a religious one. The temple itself, which stands on the summit of an earlier pyramid, contains an altar and sacrificial

stone where human victims were held down as priests tore the living hearts from their bodies. Parts of the extensive colonnades which were once roofed may have been council chambers and throne rooms, the rest public markets.

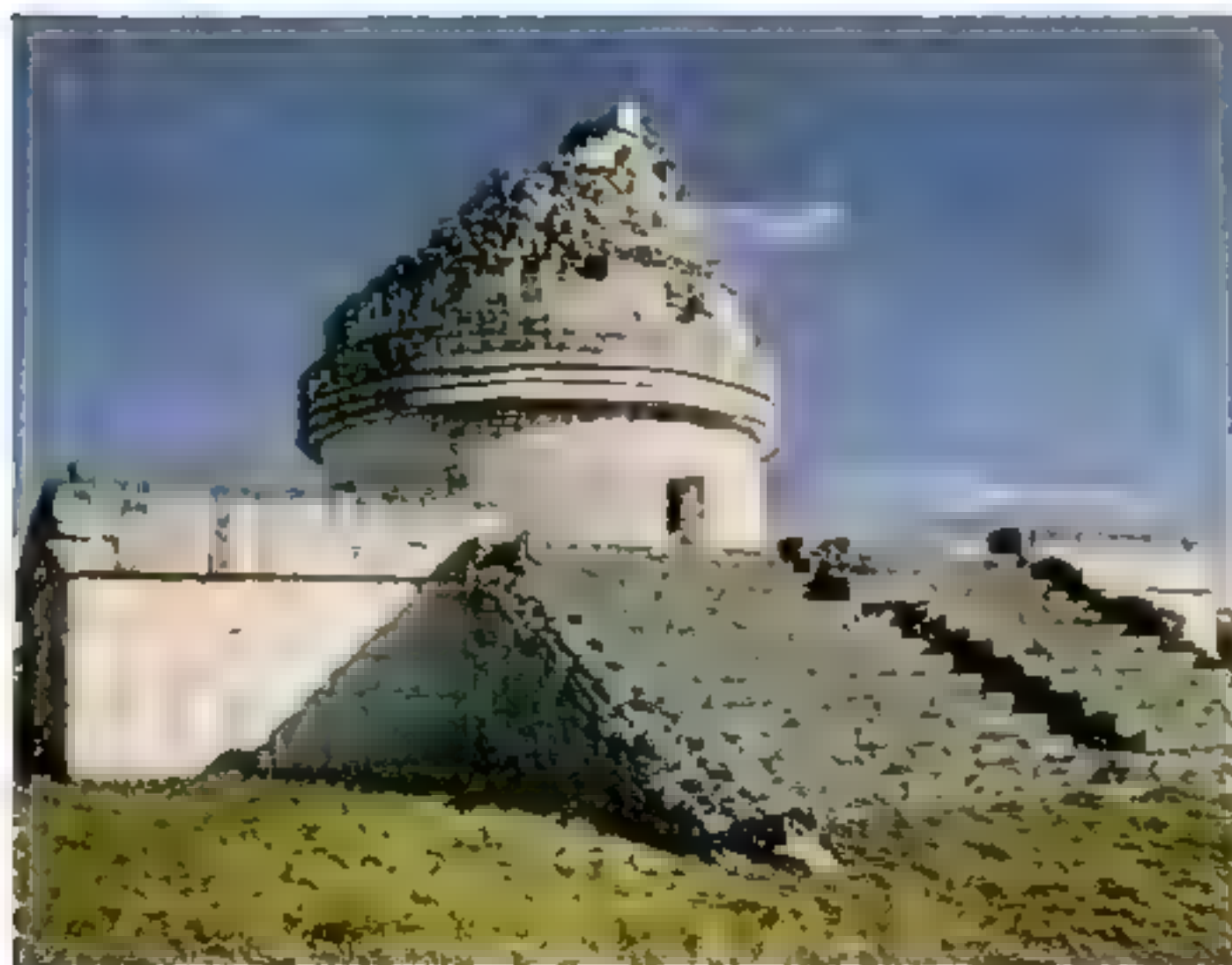
CHICHEN ITZA

**It shows effects of
Maya-Mexican rule**

The greatest and most spectacular center of the New Empire was Chichen Itza, the sacred city. First founded in the 6th Century as an outpost town by Old Empire colonists, it was occupied and vastly expanded about 500 years later by the Itzas, Maya-Mexican immigrants supposedly led by the legendary culture-hero Kukulcan. For 40 years, say the native chronicles, these people wandered "under the trees,

under the boughs, under the vines, to their sorrow," before reaching Chichen Itza.

The foreign heritage of the intruders shows clearly in the style of the many buildings they put up during their 200-year rule. Their long colonnades (*above*) and serpent columns (*opposite*) are as Mexican as their imported religion, the bloody cult of the Feathered Serpent, Kukulcan, whose name their first leader bore.



THE OBSERVATORY, so-called because its windows were supposedly cut in such a way as to give lines of sight on certain stars, is unlike other Maya structures. Spiral stairs in its solid core lead to upper chamber, now mostly in ruins.



BALL COURT, largest of seven in the city, is 480 feet long by 120 wide. In it opposing teams played a violent game based on knocking solid rubber ball through rings in side wall. Noble spectators watched from raised throne in the distance.



THE MAYA-MEXICAN INFLUENCE in Yucatan takes concrete form in this serpent column which guards the entrance to a temple at Chichen Itza. It is the standard of Kukulcan, the godlike leader of the Itzas who according to legend

was also deified in Central Mexico under the name of Quetzalcoatl (the Feathered Serpent). In the background, dimly lighted by a rising sun, stands the city's largest temple, the Castillo. It was the sanctum sanctorum of the cult of Kukulcan.

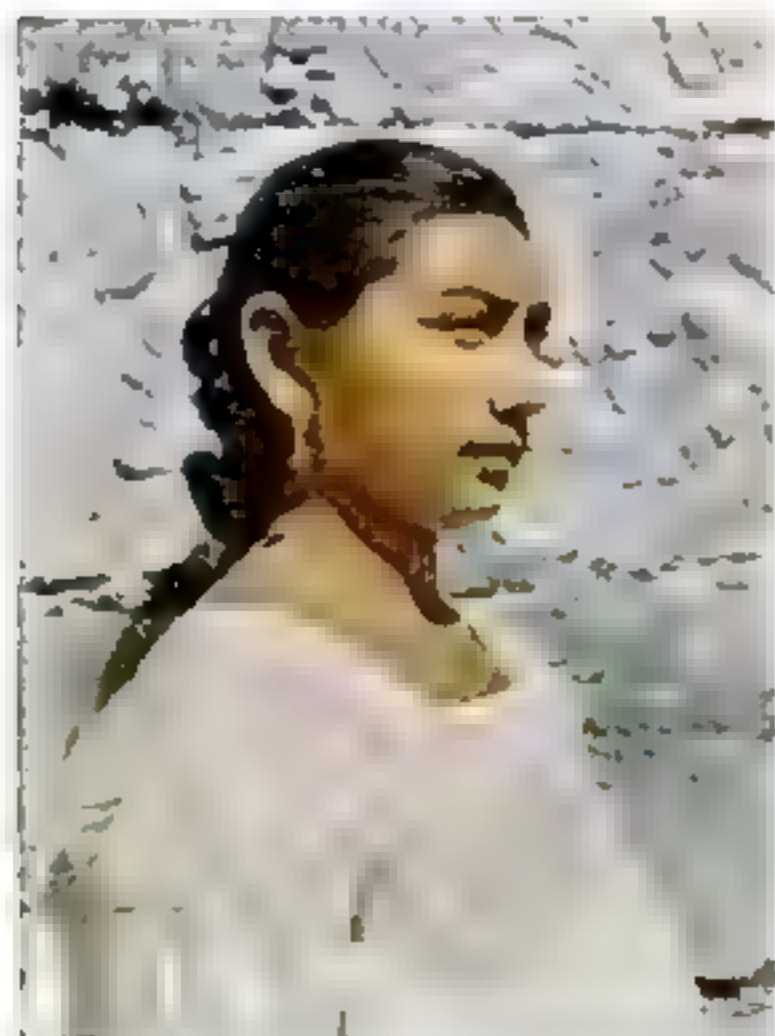
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THE MAYA CONTINUED



LIKE HER ANCESTORS this young Guatemalan Maya woman weaves intricate and brilliant patterns on a simple loom stretched between an upright post and a belt around her waist. Although the arts of spinning and weaving have died out

in Yucatan, they have survived in Guatemala where many native villages continue to produce their own distinctive and traditional designs. The pigments used by the ancient Maya are still known, but most dyes are store-bought nowadays.



MAYA WOMAN of Yucatan has coppery skin and coarse hair like other Indians, but her features are softer and more delicate.



"MONGOLIAN SPOT," a blueish patch near base of the spine, appears on many Maya babies. Spot, which is also found among the Aztecs, is one of the evidences that the Maya are related to them.



MAYA MAN has curved nose and receding hair. Men stand about 5 feet 1 inch, have broad shoulders, small hands and feet.



MAYA FAMILY of northern Yucatan lives in a one-room, mud-plastered hut of a type that has not changed for centuries. The woman of the house prepares tortillas for the evening meal while her husband, tired from work in the corn-

fields, rests in a hammock and their small son watches hungrily. Beside cooking and raising children, women launder the family clothes and carry water for daily baths. The Maya are clean personally but let interiors of their houses get dirty.

MODERN MAYA

The ancient greatness is gone but the old customs survive

The fall of the New Empire marked the end of a civilization but not of a people. Two million Maya-speaking Indians still live in small villages scattered throughout the region once dominated by their great predecessors. The modern tribes differ considerably from each other in their way of life. But among all of them many of the old customs have survived.

The Maya are conservative. Their original language has persisted through four centuries of Spanish and Mexican domination. In many places native dress has hardly changed since before the conquest. Women weave in the same

way (opposite). Houses (above and next page) are built on the old pattern and of the old materials. Corn is still grown in the moist soil of partly cleared bush country (next page, right), but now every man grows it for himself.

The Maya farmer of today is probably not much different from the common man of the Old and New Empires. He is energetic and hard-working despite a diet which is poor in proteins. He is cheerful, unselfish and trusting, with a great respect for law and for the aged. An individualist, he has little love for leadership. His religion (pp. 66-67) is a strange but workable

mixture of Maya and Catholic elements. It is no longer the most vital force in his life, but he is intensely superstitious. To his family (above) he is just but undemonstrative, the undisputed head of his house. Two things are most apt to distress him: damage to his crops and the infidelity of his wife (the latter being the less serious).

The modern Maya has resisted change. He has borrowed a few items from the white man's civilization—trucks, tools, even radios. But his way of life still reflects, though dimly, the patterns of the great culture that has vanished.



HOUSES of the modern Maya are like those of their ancestors. The roofs are thatched with palm fronds bound along the ridgepole. The walls are usually made of upright saplings, which are lashed together and sometimes plastered with mud. The drawing at the left is taken from a wall painting at Cancien Itza.



CONSTRUCTION of present day dwellings is as simple and practical as it was in Old and New Empire times. Uprights and cross members of



the roof's framework are lashed together with tough, supple pieces of vine to make a support strong enough to hold the heavy palm thatch.



PLANTING is still done the way it was in the earliest times. Kernels of corn, carried in gourd tied to the farmer's waist, are dropped into holes punched in the soft ground with a sharp pointed digging stick. The field is prepared for cultivation by cutting down the brush and burning it. After a few years it is abandoned to grass and weeds. An early drawing (right) shows a corn planter wearing a jaguar hood.





THE OLD GODS are still worshiped by nominally Catholic Maya tribes. Here, in the forest country of Guatemala, a native leader (center) and women kneel before a stone altar that was partially dug up in an excavation. The women are

praying to *Turk*, a god who performs the same functions as the Christian St. Peter, whom they also recognize. The leader invokes both Christ and spirits of ancestors. Local Catholic priests permit such rituals as a necessary compromise.



CATHOLICISM and Maya ritual are mixed in native ceremony, where offerings before a cross are made to Christ, rain god and "jaguars of the land."



SUPERSTITION is strong among the Maya. Here the mother of a sick child hangs bowls of food over doorway to propitiate evil spirit who brought illness.



MEDICINE is closely connected to religion. In attempt to cure sprained ankle, healer waves health-giving leaves, calls on both Christian and Maya gods.



MAYA RITES IN CHRISTIAN SETTING show how stubbornly the old ways have persisted. Here on the steps of the 400-year-old church of Santo Tomas at Chichicastenango, Guatemala that was built for Roman Catholic worship, the people practice

their native rites. They send their prayers upward in the smoke of incense to the souls of good men who will intercede for them with the almighty spirit. Inside the church people kneel among candles to make offerings of cypress twigs and flowers.



Look Like a Divine Sun Goddess all Summer long! Wear Malibu Tan . . . Lady Esther's heavenly new summer face powder shade! So flattering . . . whether you're tanned or not! Start the summer, fashion-right, with Malibu Tan . . . and the smart, new Oculens sun glasses!

LADY ESTHER

Face Powder

THE POWDER WITH THE FINE, SMOOTH TEXTURE..TO MAKE PORES LOOK FINER, SKIN SMOOTHER!

It's NEW...It's SMART

Malibu Tan

SUMMER'S MOST FLATTERING FACE POWDER SHADE

At Last... a summer-tan shade of face powder which does not change its color after it's on your skin! Malibu Tan never turns reddish, never gets that ugly orange tinge... because Lady Esther has found a way to make

face powder hold its true color on your skin! A heavenly shade... this smart, new Malibu Tan... simply out of this world! Soft, subtle, flattering... designed to enhance a natural tan or to make untanned skin look beautifully, naturally tanned! You won't believe, until you try it, how much flattery there is for your own skin in Lady Esther's lovely, new Malibu Tan! Smart women everywhere will wear it... why don't you? At cosmetic counters, everywhere.

*Other
Subtle Flattering
Shades
Ask to see them!*

Summer's Smartest Evening Necklines bare your shoulders, reveal lots of skin! To show your skin at its best, use Malibu Tan... summer's loveliest face powder shade. Use it on every bit of skin that shows, even on your arms. See how Malibu Tan flatters your skin at night!





You can taste the years in Imperial—During the many full years of ageing in warmed rackhouses, Hiram Walker's fine base whiskies are wonderfully perfected by nature. From the charred oak of their barrels, these whiskies draw a character that time alone can give them. Here Artist Fred Ludekens shows barrels entering one of Hiram Walker's great rackhouses in Peoria. Come one day to the Peoria distillery, and see the 89-year heritage of whiskey-making skill that is Hiram Walker's. Meanwhile, we know you will enjoy Imperial.



It's good to know!

IMPERIAL

Reg. U.S. Pat. Off.

is made by Hiram Walker

86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Illinois.





WAR VETERAN MONTGOMERY (ROBERT RYAN) TRIES TO ESCAPE POLICE, WHO HAVE USED HIS HATRED OF JEWS AS A CLUE TO UNCOVERING A MURDER HE COMMITTED

MOVIE OF THE WEEK:

Crossfire

Contrary to most Hollywood films it deals frankly with an important current issue: anti-Semitism

Sound and profitable principles of film-making have always declared that the customers should not be antagonized by a movie which takes sides on a controversial subject. Accordingly the cinema rarely enunciates a clear opinion on any social or political issue postdating the Civil War. As late as mid-1941, for example, Metro-Goldwyn-Mayer was very timid about committing itself as anti-German by making the pro-British *Mrs. Miniver*.

RKO's *Crossfire* is thus an out-of-the-ordinary picture. Basically it is a suspense film, but since the main murder is committed solely because the killer hates Jews, *Crossfire* makes its chief claim to recognition as a study of anti-Semitism. The plot is concerned with a brutal ex-sergeant named Montgomery (Robert Ryan) who, in the course of a drunken evening, gets angry at an unoffending Jew and "roughs him up" enough to kill him. Montgomery tries to pin suspicion on two other fellows but is ultimately trapped by a police captain, (Robert Young) who ferrets out anti-Semitism as the only motive in the case.

Although it was made in only 23 days on a low (\$600,000) budget, *Crossfire* is a grade-A

thriller. Unfortunately it does not handle its controversial theme so astutely. By making their murdering sergeant a villain of deepest dye, the creators of *Crossfire* discourage the audience from disliking him solely for being a Jew-hater. He also becomes unbelievable; a man whose feeling against Jews is so intense that it drives him to murder seems far removed from the prob-

lems of a nation whose anti-Semitism is expressed largely in the insidious but less spectacular methods of social discrimination.

Crossfire is also marred by the reduction of reasoning to absurdity ("If we hate Jews today, we may hate men who wear striped neckties tomorrow.") and a five-minute sermon on prejudice from Robert Young. This scene repeats a message already made clear and talks down to the audience in phrases so patently grammar-schoolish as to be almost insulting. On the whole, however, *Crossfire* deals with an important theme intelligently enough to reflect considerable credit on the movie industry. On the practical level it will steal a lot of thunder from 20th Century-Fox's more ballyhooed movie version of the current best-seller on anti-Semitism, *Gentleman's Agreement*.



MONTGOMERY (standing) insults a Jew and finally kills him. Only witness is Monty's pal Floyd, lying passed out in a chair.

PORTABLE RADIO OWNERS

Get
EXTRA SERVICE
without
EXTRA SIZE
use

"EVEREADY" BATTERIES

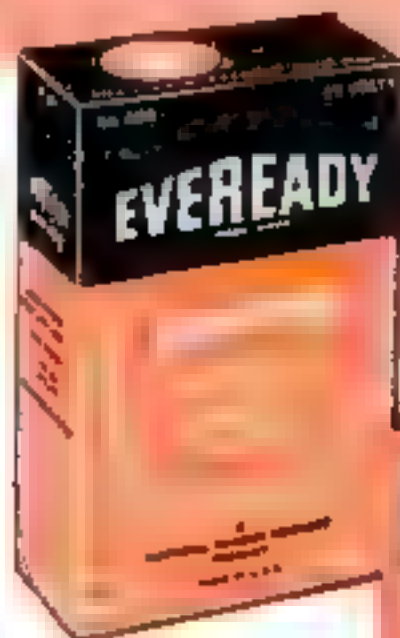
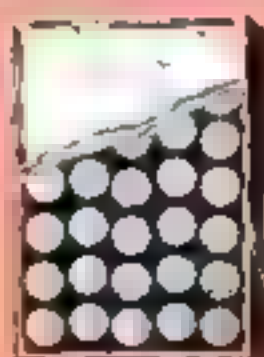
HERE are the radio batteries that give you the most *con-*
centrated power. Because the inside's completely filled
with *active* material...no waste space between cells and
no excess bulk! Ounce for ounce, the greatest energy pro-
ducers...size for size, the most compact, "Eveready" "Mini-
Max" radio batteries give you *longer battery life*, with *fewer*
changes. Always buy "Eveready" brand batteries!



SEE THE DIFFERENCE!



Left — "Eveready" "Mini-Max" battery is tightly packed with active materials — more energy in the flat cells. Right — Ordinary battery contains pitch, cardboard, and air — waste space between the round cells.



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EVEREADY

The registered trade-marks
"Eveready" and "Mini-Max"
distinguish products of
National Carbon Company, Inc.

"Crossfire" CONTINUED



SCENE OF CRIME is revisited by Monty (left). He is cross-questioned by police and manages to throw suspicion on a missing soldier named Mitchell.



MITCHELL'S INNOCENCE is insisted upon by soldier friend (Robert Mitchum, left) to Cop Finlay (right). Monty cannot resist talking against Jews.



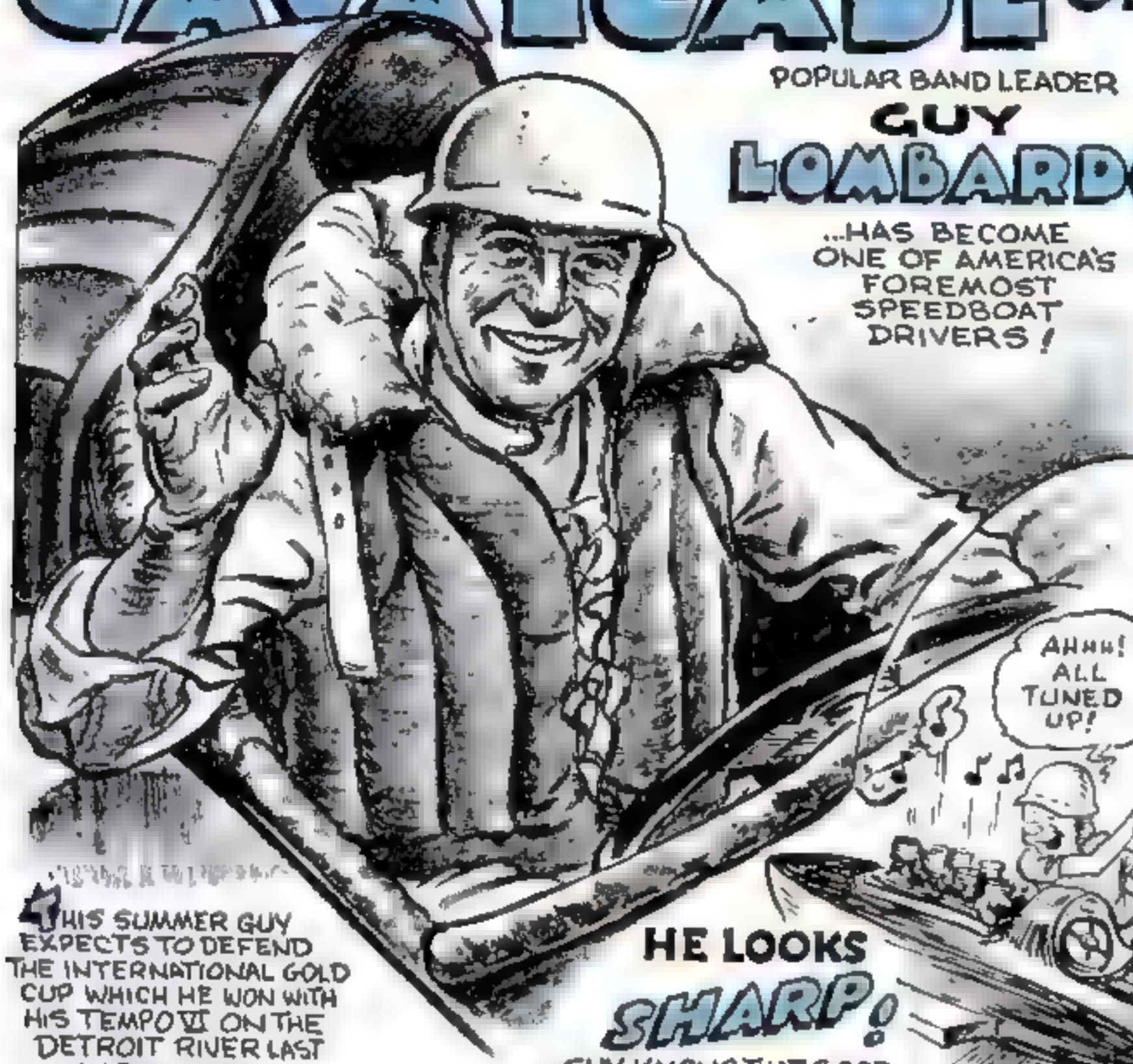
MITCHELL HIDES in an all-night movie but finally goes to police with an alibi which checks. Finlay then begins to suspect the anti-Semitic Monty.

CONTINUED ON PAGE 74

CAVALCADE OF SPORTS by FRANK WILLIAMS

POPULAR BAND LEADER GUY LOMBARDO

...HAS BECOME
ONE OF AMERICA'S
FOREMOST
SPEEDBOAT
DRIVERS!



THIS SUMMER GUY EXPECTS TO DEFEND THE INTERNATIONAL GOLD CUP WHICH HE WON WITH HIS TEMPO VI ON THE DETROIT RIVER LAST LABOR DAY.

HE LOOKS
SHARP!

...GUY KNOWS THAT GOOD APPEARANCE COUNTS FOR PLENTY—ALWAYS SHAVES THE CLEANER, SMOOTHER GILLETTE WAY!

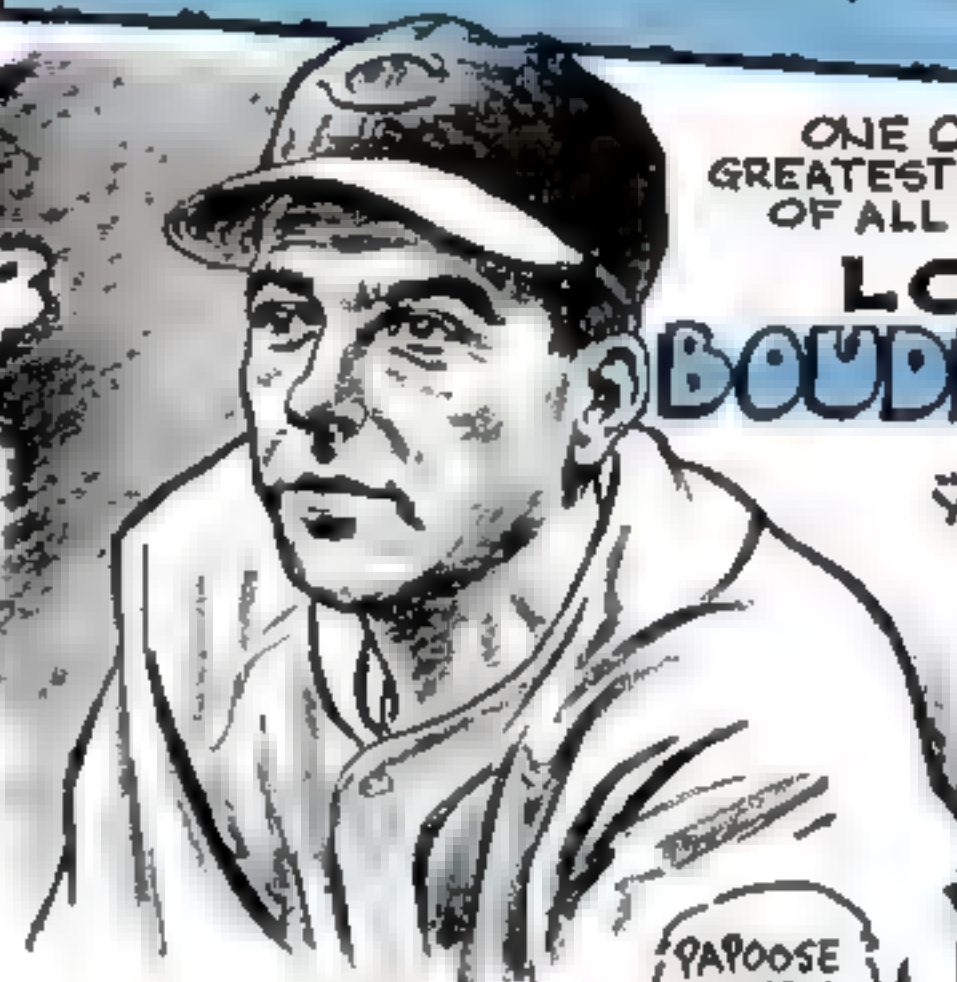
AMERICA ADMIRES OUTSTANDING PERFORMANCE

That's Why, For Good-looking Shaves,
GILLETTE RAZORS AND BLADES
Are First Choice Everywhere

ONE OF THE
GREATEST SHORTSTOPS
OF ALL TIME...

LOU BOUDREAU

IS THE
YOUNGEST
PILOT IN
MAJOR
LEAGUE
HISTORY
!!



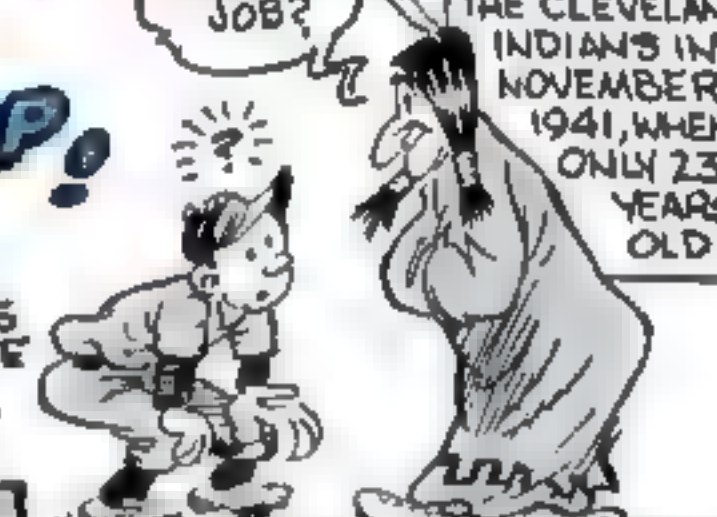
HE
FEELS

SHARP!

...FOR A
GILLETTE
SHAVE ALWAYS
LEAVES HIS FACE
COOL AND
REFRESHED!

PAPPOOSE
WANTON
JOB?

HE WAS
APPOINTED
MANAGER OF
THE CLEVELAND
INDIANS IN
NOVEMBER,
1941, WHEN
ONLY 23
YEARS
OLD!



WORLD'S CHAMPION
ARCHER FOR
THE FIRST
8 YEARS...

LARRY HUGHES

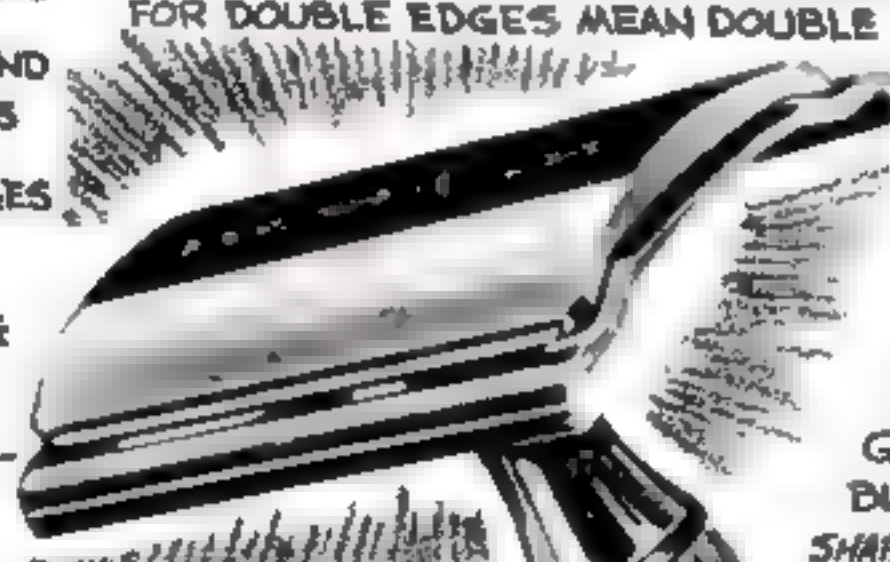
...SCORED THE HIGHEST TOTALS
EVER MADE IN COMPETITION WITHIN
TWO YEARS AFTER TAKING UP THE
BOW AND ARROW!



HE IS

SHARP!

...LARRY KNOWS HE
GETS MORE SHAVES
PER BLADE AND
SAVES MONEY BY
USING TODAY'S GILLETTE BLUE BLADE
IN HIS GILLETTE TECH RAZOR!!



**Gillette
Tech Razor Sets
49¢ to \$3.79**

NO WONDER
MEN PREFER
THE GILLETTE
TECH 7 TO 1
OVER EVERY
OTHER RAZOR.
NO WONDER
GILLETTE BLUE
BLADES WITH THE
SHARPEST EDGES EVER
HONED—ARE FIRST
CHOICE. FOR
ULTIMATE SHAVING
SATISFACTION,
BUY GILLETTE
RAZORS AND
BLADES!

**EIGHT REASONS WHY
GILLETTE TECH RAZOR GUARANTEES
YOU BEST-LOOKING SHAVES, QUICKEST
AND EASIEST ON EARTH.**

- 1 **PRECISION MADE** FOR GILLETTE BLUE BLADE WITH THE SHARPEST EDGES EVER HONED
- 2 **SOLID BAR GUARD** TIGHTENS SKIN AND SETS UP WHISKERS AS A BARBER DOES
- 3 **HEAVY FULCRUM** HOLDS SHAVING EDGES RIGID—ELIMINATES ALL VIBRATION
- 4 **SKIDPROOF**—PREVENTS SIDE-SLIPPING AND PROTECTS YOU FROM CUTS
- 5 **SLOTTED CONSTRUCTION** IS NON-CLOGGING RAZOR RINSES INSTANTLY
- 6 **POSITIONING BARS** UNDER CENTER OF CAP ALIGN BLADE ACCURATELY
- 7 **BLADE CLEANS RIGHT** IN RAZOR. LOOSEN HOLDER, RINSE IN HOT WATER, SHAKE DRY
- 8 **DOUBLE EDGES** ASSURE DOUBLE ECONOMY AND SAVE YOU MONEY



look
feel
be

SHARP
SHARP
SHARP

use
**Gillette
Razors and Blades**

YOU LOOK SHARP FOR YOU ENJOY THE SWELLEST SHAVES EVER YOU FEEL SHARP BECAUSE THEY'RE REFRESHING AND GIVE YOU A LIFT. YOU ARE SHARP FOR YOU GET FAR MORE SHAVES PER BLADE AND SAVE MONEY! ASK FOR GILLETTE BLUE BLADES.

FOR THE GREATEST SHAVING BARGAIN ON EARTH, ASK FOR THE GOLD-PLATED
GILLETTE TECH RAZOR PLUS 5 GILLETTE BLUE BLADES 49¢

ENJOY BOXING EVERY FRIDAY NIGHT OVER ABC NETWORK. GILLETTE'S CAVALCADE OF SPORTS ALSO AIRS WORLD SERIES AND OTHER CLASSICS YEAR'ROUND

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If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Pleasure driving's hardly a pleasure when the "grease job" you get lasts only a couple of hundred miles. But when *Marfak* Chassis Lubrication is on the job, it fights wear and friction for 1,000 miles and more. Here's a sure sign that *Marfak* protects longer — you can *feel* it; the "cushiony" driving ease that lasts from one lubrication to the next. Applied by chart, never by chance. Ask your Texaco Dealer today to give your car that "*Marfak* feeling".



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Shown in: TEXACO STAR THEATER presents the TONY MARTIN show every Sunday night. See newspaper for time and station

"Crossfire" CONTINUED



MONTY FINDS FLOYD, the only witness to the crime, and kills him to cover his own tracks. But police discover the body and set a trap for Monty.



TRAP IS LAID by a naïve soldier whom the police have instructed to tell Monty that Floyd is alive. Quaking with fear, Monty goes back to make sure.



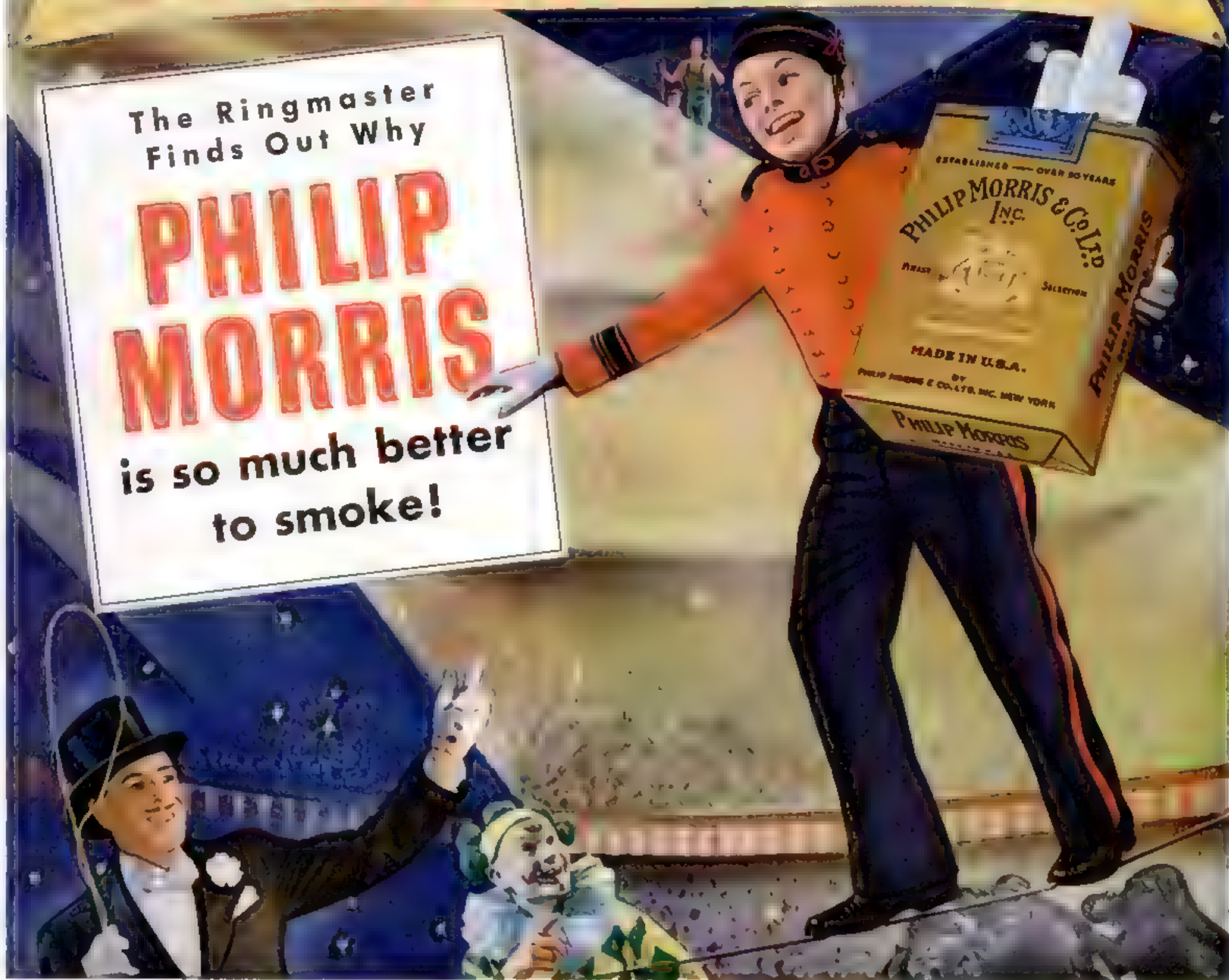
TRAP IS SPRUNG by waiting cops when Monty is tricked into revealing he visited Floyd, therefore must have killed him. Monty flees but is shot.

JOHNNY ON THE SPOT

The Ringmaster
Finds Out Why

PHILIP MORRIS

is so much better
to smoke!



The Ringmaster thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "That's

why the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR **PHILIP MORRIS**

CARLING'S



5 out of 6 of these golfers have settled on Carling's.
The gent in Locker 13 may think Carling's is like
any other brew. He doesn't know that

It's Light—not lousy

Mellow—not musty

Better—not bitter

...all the result of Carling's unique and exclusive
method of cross-blending in the vat.

If you in any way resemble the gent of Locker
13, change over today, and from then on it's
Carling's for you.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio



The Carling's Creed
—The best in every
bottle every day. No
stretching of ingredi-
ents; no skimping of
care. In bottles only.
Now at the same price
as premium beers.

BORN IN CANADA (1840). NOW GOING GREAT IN THE 48 STATES

AS A PRODUCT OF U.S.A.



SCULPTOR SITS ON THE SCAFFOLDING ALONGSIDE HIS LATEST CREATION

TREE SCULPTURE

Woodsman carves a large goddess in the forest

Directly to the right of the large face in the picture above is Dudley C. Carter, aged 55, a forest engineer who expresses his artistic nature by carving figures on the trunks of trees growing near Granite Falls, Wash. This latest creation is a forest goddess carved with a stylized modernism similar to that found in the drawings of Rockwell Kent. It is also the first completed figure in a gigantic frieze designed to cover the entire 120-foot cedar tree. To fashion such an imperial bit of whittling Mr. Carter uses eight well-honed axes and a lot of spare time.

BETTER CLUBS FOR BETTER SHOTS

**These Precision-Balanced
BRISTOL Beauties Put
A "Feel" of Confidence
In Your Swing**

How's your golf game going this season? Would better clubs help you improve it? Why not try these new precision-balanced BRISTOL CLUBS and see. Precision balancing gives these handsome BRISTOL woods and irons a "feel" of controlled power, a "feel" that does a lot to build your confidence for better scoring. BRISTOL, you know, was first to introduce and popularize the steel golf shaft. Today, in this year's ad-



vanced-type models, BRISTOL makes further important contributions to the art of fine club making. Waggle these new BRISTOL CLUBS at your first opportunity. You'll thrill to their superb balance and playability and will want a set for your very own.



High Accuracy of Balance a Big Feature of these BRISTOL CLUBS

Exacting workmanship, close tolerances and high precision machines throughout every step of manufacture combine to produce an unusual nicety of balance in BRISTOL CLUBS. Not only has each club an exceptionally good "swing weight" balance of its own, but each is in excellent balance with respect to every other club in the set. The accompanying photograph is a graphic illustration

of set-balance perfection. Note the even alignment of heads as the clubs are balanced across a rod. The more even the alignment of the club heads, the better the over-all set balance is shown to be. Try this test sometime yourself. Then remember that the careful balancing of BRISTOL CLUBS is one of the big reasons why they add so materially to your pleasure on tee and fairway.

*Hit
Better Shots
with the
NEW*

Bristol GOLF CLUBS
THE BORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT

**BALLS, BAGS
and
ACCESSORIES**



Also
Makers of
BRISTOL
FISHING RODS,
REELS, LINES



SHOWGIRLS FROM NEW YORK'S LATIN QUARTER PIROUETTE IN A MEXICAN-STYLE DRESS-UNDRESS COSTUME WHICH ACHIEVES A DARING EFFECT BY HAVING NO

DRESS-UNDRESS

New nightclub costumes are designed to tantalize customers

Designers of nightclub costumes tend to look down at designers of ordinary clothes, lumping them with rug cutters and people who knit sweaters for bulldogs. This is because the nightclub costume poses a delicate problem in design which is not common to other clothes; it must be frankly daring. This is not as simple as it sounds. Merely to shrink the costume to a brassiere and tights is not enough. The nightclub patron is quickly jaded by such uncompromising exposure.

MORE CONVENTIONAL NIGHTCLUB CLOTHES, LEAVING LITTLE TO THE IMAGINATION, ARE WORN BY LATIN QUARTER GIRLS IN A NUMBER CALLED "ON ZE BOULEVARD,"





BACK AND ONLY TWO SCARVES FOR THE BODICE. EACH DRESS COSTS \$400

Designer Billy Livingston, who created the dress-andress costumes shown here, believes that the patron should be tantalized. Thus he does by use of filmy materials which reveal an unexpectedly bare back or midriff as the wearer pirouettes, by the concentration of material around neutral territory like the elbow (*above*) and also by emphasizing hips and bust with vivid patterns, sashes and feathers (*below*). Result: the customer hangs around hoping to see more, never quite does.

IN WHICH THEY REPRESENT YOUNG LADIES OF THE FRENCH DEMIMONDE



CONTINUED ON NEXT PAGE



The Vodka of the Czars

NOW AN AMERICAN TREAT



Smirnoff Vodka is often preferred in mixed drinks instead of gin, and is well-loved in fruit juices, ginger ale and colas. Extremely delicate in flavor and aroma, it loses itself in the other ingredients of a drink...you taste *them*, not it!

80 or 100 proof—
made from 100% grain neutral spirits

STE. PIERRE SMIRNOFF FLS., INC., HARTFORD, CONN.

Sole U. S. Distributors
G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.



1877



1882



1886



1896



(Formerly purveyors to the Imperial Russian Court)



makes the most of your best

A Cole swimsuit with Matletex*...designed to emphasize what you're proud to have...minimize what you wish you hadn't. Stock's still limited. To be sure, go to your nearest good store today.

**Cole's exclusive method of elasticizing for perfect fit.*

**Reg. U. S. Pat. Off.*

Dress-Undress CONTINUED



SEDATE LOOK of this nylon dress-undress costume is deceptive. Actually material is nearly transparent and the gown has a deeply plunging neckline.



SAMBA-STYLE COSTUME gets dress-undress effect with a loose-fitting, low-cut bodice and a skirt hem which goes from below knee to high on thigh.



Copyright 1947 Kinsey Distilling Corp.

For cool refreshment in July...
Kinsey juleps you should try!

July's just the month to enjoy these delightful Mint Juleps made with superbly smooth, flavor-full Kinsey Whiskey. Here's how:

Bruise mint in bottom of tall glass. Add teaspoon of powdered sugar, two ounces of rich, full-bodied Kinsey. Fill glass with shaved ice, stir until frosted. Decorate with mint.

Man, that's really refreshing! But whatever your favorite summer drink, try it with Kinsey, the unhurried whiskey for unhurried moments. You'll enjoy its fine flavor and bouquet immensely... most folks do!

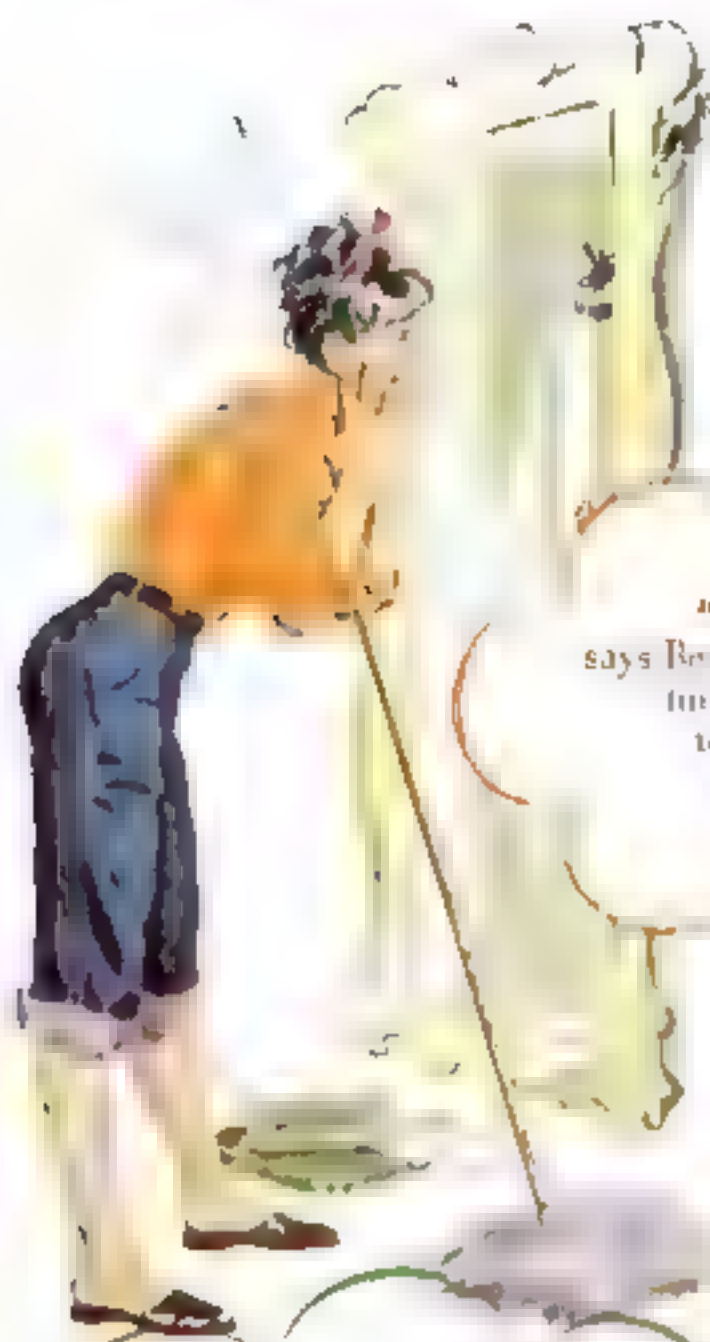


FREE! Recipe Book. Write Kinsey, E-1, P. O. Box 2016, Phila. 2, Pa.
86.8 Proof. 65% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.



Doctors Prove 2 out of 3 Women can have

Lovelier Skin in 14 days!



"My spring cleaning included my complexion!" says Rosemary Monahan of San Francisco. "I was dying to improve my skin, but my mirror told me my complexion was a dirty old one. Look up in only 14 days!"



"Then I heard about the Palmolive Plan over the radio. It told how 36 leading skin specialists—tested this Plan on 1285 women and proved it can bring lovelier complexions to 2 out of 3 . . . in only 14 days. I decided to try the Plan!"

"Here's all you do:
Wash your face with Palmolive Soap.

Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Lather!

Do this 3 times a day for 14 days. This cleansing routine brings your skin Palmolive's full beautifying effect.

Just 14 days after I started the Palmolive Plan, my complexion was fresher, brighter, and lovelier than ever before. Look up, too!"

YOU, TOO, may look for these skin improvements in only 14 days!

Less Oily
Smother Younger Looking
Less Chapped
Fewer Freckles
Less Redness
Brighter
Softer

For tub and shower, get the new, Big, Thrifty Bath Size Palmolive—enjoy Palmolive's soft, lovely lather all over!

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan tonight!

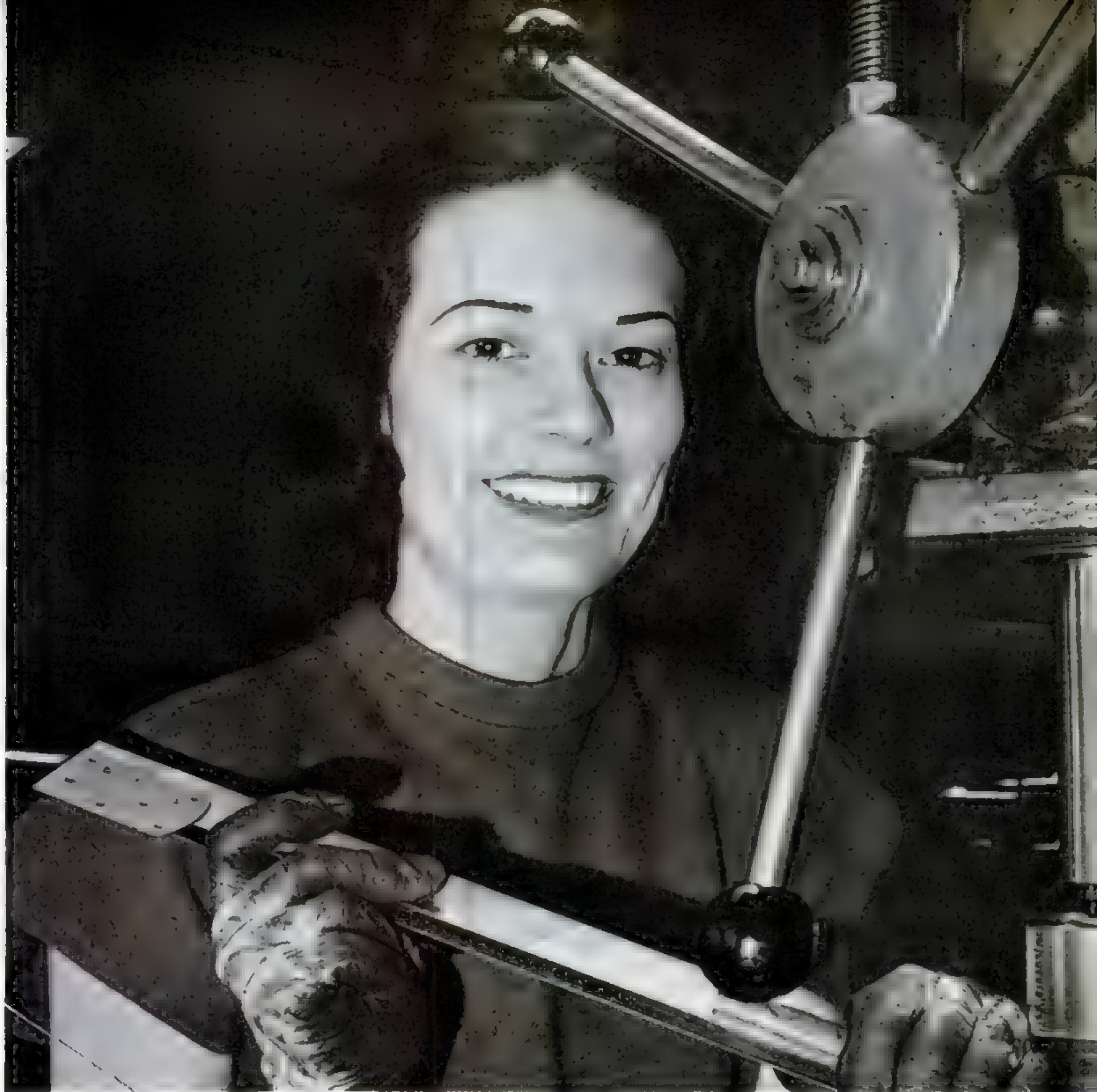
Remember, the Palmolive Plan was tested on 1285 women of all ages—from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Old! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what beauty care they had used before.

Reason enough for every woman who longs for a lovelier complexion to start this new Beauty Plan with Palmolive Soap!



DOCTORS PROVE

PALMOLIVE'S BEAUTY RESULTS!



AT A DRILL PRESS IN AN AUTOMOBILE-PARTS FACTORY, MRS. HERSCHEL DAVIS BORES HOLES IN A WINDOW FRAME. BETWEEN JOBS SHE RUNS THE LABOR UNION

LADY LABOR LEADER

To keep peace and prosperity in an Indiana factory, the boss of Local 764 "just acts like a woman"

At 7:30 a.m. in Elkhart, Ind. Mrs. Herschel Davis punches her timecard at the Excel Corporation's automobile-parts plant. At that hour, she ceases to be a housewife and becomes a drill-press operator at \$1.07 an hour. As such she is inconspicuous among Excel's 520 employees, 90% of whom are men, except for two facts: she is a strikingly attractive woman, and she is president of Local 764, United Automobile Workers, C.I.O.

Mrs. Davis, usually called Caroline even by the

men in the boiler room, became a union member when the U.A.W. organized the Excel plant in 1941. In 1943 she became vice president of the local and shortly thereafter moved upstairs when the president was drafted. Since then she has been re-elected annually to the \$30-a-month post. She has negotiated four contracts with Excel's management which have eliminated piecework, raised wages 80% above the pre-union scale, established and then improved retirement plans and health insurance.

There have been no strikes, slowdowns or lockouts during her administration, and Excel is now operating profitably at top speed, making grills and window frames for automobiles, although Mrs. Davis' own output is small because of her union duties. Her success as a labor leader, she says, results from the use of psychology applied in an almost constant series of large and small conferences (next page). "But when all arguments fail," she says, "I just act like a woman. Usually I get what I want."



AT A BARGAINING SESSION (above) Mrs. Davis discusses a union grievance with Excel's management (right).

AT A UNION MEETING (below) she stands up to hear a visiting U.A.W. official make a report to the members.



OUTSIDE THE PLANT MRS. DAVIS AND COMPANY



MRS. DAVIS TALKS to union member who wants to know when education committee will meet again.



VICE PRESIDENT WILLIAM FORREST (CENTER) POSE WITH MEMBERS OF LOCAL 764. THE UNION OFFICIALS ARE IN FRONT ROW AT LEFT, PLANT EXECUTIVES AT RIGHT



SHE LISTENS to Assembler Jenny Cook (*left*) complain about bickering among the women in her section.



IN THE TOWN HALL Mrs. Davis requests Elkhart's Mayor G. Hallett Neale (*right*) to oppose Taft-Hartley bill.



IN A BAR she gives a sales talk to union members who are thinking of quitting and joining rival (A.F.L.) union.



AFTER EIGHT HOURS AT THE FACTORY HOUSEWIFE DAVIS DOES HER SHOPPING



AFTER MARKETING SHE BUYS NEW DRESS, STARING DUBIOUSLY AT LONG SKIRT



MR. AND MRS. DAVIS OWN THEIR FIVE-ROOM HOUSE

SHE SEES LITTLE OF HER HOME AND HUSBAND

When she leaves her drill press at 4:30 p.m., 36-year-old Caroline Davis is by no means through with her day's work. In the next few hours, long after other Elkhart housewives have made their rounds on Main Street, she shops for her household and herself. After cooking dinner and eating alone she spends her evenings at union meetings, at conferences with regional officials of the U.A.W. or at the homes of factory workers, to whom she is both union president and Dorothy Dix. In any case her home is currently a lonely place. She has no chil-

dren and her husband Herschel (*below, right*) whom she married in 1936, works a 3 p.m. to midnight shift at the Bendix aviation plant in South Bend. On week days Caroline communicates with him through notes left on the mantelpiece. On Saturday nights Herschel takes her to a dance in Elkhart or to a play in Chicago, 80 miles away. On rare occasions while Herschel is working and she has no union tasks to perform, she relaxes at home (*opposite page*) with a psychology textbook. "The one thing I have always wanted to be," she says, "is a psychiatrist."



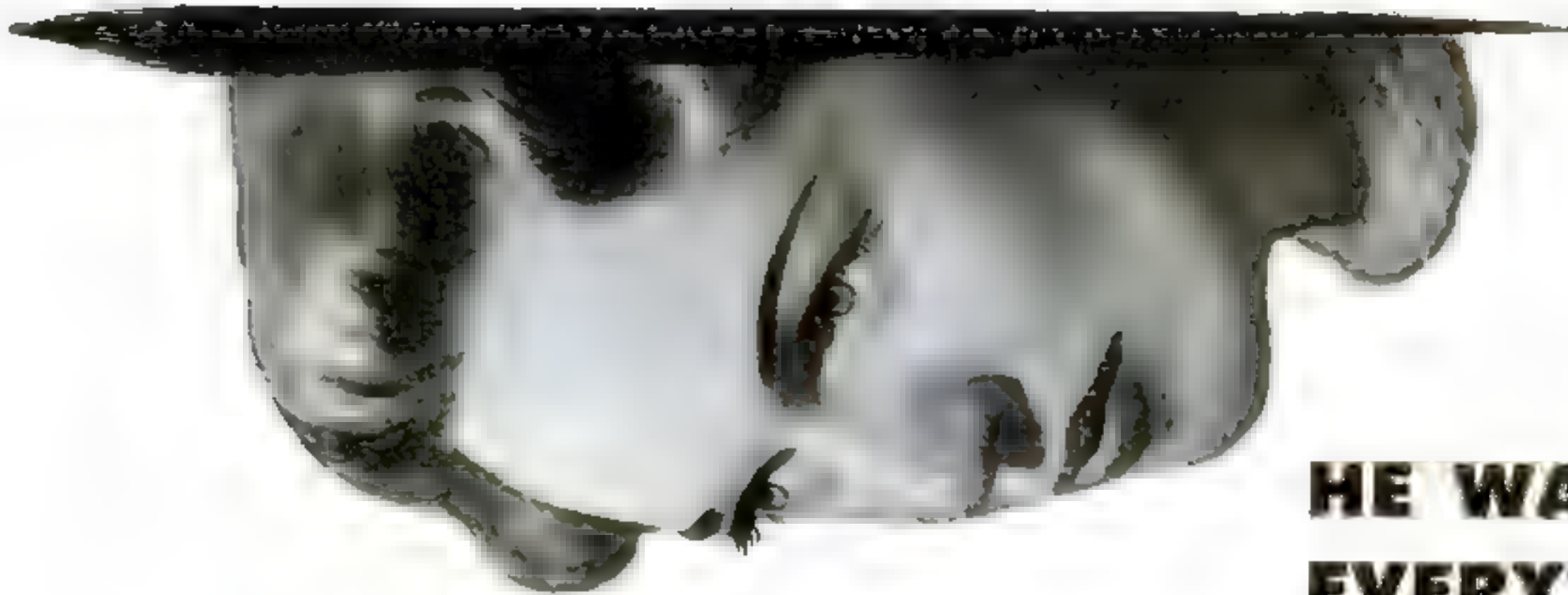
HER FATHER, Steven Dawson, drinks a Coca-Cola with Caroline during their lunch hour at the plant. He works in the Excel furnace room, is also a member of her union.



HER HUSBAND Herschel was vice president of another U A W. local at the Bendix Aviation Corp. They often disagree on union politics, he being more radical than she is.

AFTER A HARD DAY THE LADY PRESIDENT OF LOCAL 764
RELAXES WITH UNION NEWSPAPER AND BOOK BY FREUD





**HE WAS
EVERYTHING
THAT MOST
WOMEN DESIRE!**



From out of the past,
came the ghosts of the
women he had spurned...
to be deadly witnesses
at his trial for life!



ROBERT YOUNG ★ SUSAN HAYWARD
JANE GREER in

They Won't Believe Me!

with **RITA JOHNSON • TOM POWERS**

Directed by **IRVING PICHEL** • Produced by **JOAN HARRISON**

Screen Play by **JONATHAN LATIMER** • Based on the Story by **GORDON McDONELL**

**THE SHOCK OF
A LIFETIME
AWAITS YOU IN
THE STARTLING
CLIMAX!**



Memo to Robert Lovett

RE: SOME OF THE PERPLEXING QUESTIONS THAT
CONFRONT THE NEW UNDER SECRETARY OF STATE

- ▶ Can State clean out its Reds?
- ▶ How can we unify U.S. policy?
- ▶ What should Kennan's staff do?
- ▶ Where do we get good diplomats?
- ▶ What will replace Braden's job?

TO: ROBERT LOVETT

FROM: JOHN CHAMBERLAIN

YOU, an able and eminent member of the class of Yale '18, have been designated Under Secretary of State to succeed Dean Acheson, Yale '15. This Old Blue apostolic succession, this laying-on of hands is a splendid thing for God and for Country as well as for Yale. The world knows what a remarkable job you did during the war as Assistant Secretary of War for Air, fighting for the big bomber program that eventually crushed the Axis. You had a firm directive from Commander in Chief Roosevelt—"50,000 planes a year"—and the rubble of the German cities is testimony to the fact that the down-the-line work which you supervised was done with firmness and dispatch. Aside from your war record it is reassuring to know that you rose above the handicap of having a great father, Robert Scott Lovett of the Union Pacific Railroad. Where the average son of a great man is apt to spend his life making a cult of failure, you derived from your childhood a sense of the sweep and courage and productivity of America. Moreover you didn't depend on your marriage to Adele Brown of the Brown Brothers-Harriman banking-house fortune to further your career as a banker; I understand that you rose to the top in the financial world on your own, permitting your in-laws to hire you only after you had proved your capacity to master the intricacies of finance, including international finance. It is also cause for satisfaction to remember that you were a patriot beyond the call of duty in World War I, quitting college to become a pilot in the U.S. Navy's air arm, in which you helped develop the early theory and practice of night bombing. Everything you have done has been crowned with success—and if you have paid for the expenditure of your highly charged nervous energy by developing a troublesome digestive tract, I am sure that your black Scot pertinacity is equal to strenuous days in State.

In the State Department job, however, you will have to deal with the



AT 51, LOVETT IS STARTING THE TOUGHEST JOB OF HIS CAREER

impalpable elements that make Russian human nature, for instance, different from American or British human nature; you will have to be psychologist as well as technician. When you were in the War Department, Russia was an ally, not a stumbling block standing in the way of world peace. Although the Russians once denied you the use of shuttle bases at an uncomfortable point in the war's history, you have yet to experience the conspiratorial and evangelical aspects of Marxism. Like many men of affairs who have been immersed in practical adventures, you have been sheltered from the ideological storms of the modern world. I know that you are not like some members of the wealthier classes, consumed by a bad conscience and therefore a setup for any plausible Communist who wants to talk another Park Avenue scion into the glories of fellow-traveling. But although your conscience is clear you have never tried to work with Communists in a trade union; you have never had your character assassinated in a Communist-line publication; you have never had an opportunity to watch the Communists and their peripheral stooges from close up. Thus you may be gullible, as indeed, your predecessor, Dean Acheson, was gullible until events served to educate him to reality.

You are entering the State Department at a ticklish period of change. For three years our foreign policy has been based on fundamental errors. Item 1: the deal behind Chiang Kai-shek's back which gave Soviet Russia imperialist rights to the Chinese port of Dairen. Item 2: the attempt to force the Chinese Communists, *their army included*, on Chiang in the name of "unity," an odd notion for a nation that once refused "unity" with the government of Jefferson Davis and the armies of Robert E. Lee. Item 3: the Potsdam Agreement, which fragmentized the German economy and kept Europe from solving its productive problems as a unit. Item 4: the supervengeful Morgenthau Plan, which has kept us from thinking constructively about European revival for two horrible years of starvation that may end with the incubation of a whole host of new Nazis. Item 5: the "appease Stalin" mania, which originated in the blithe assurances of the otherwise estimable Harry Hopkins, who had probably never

you
bet
it's
good
it's
a

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Slim trunks to set you off smartly from the crowd. Trim tailoring . . . figure-flattering lines . . . patterns inspired by distinctive good taste. They're all yours under the quality-famous Brentwood label. In tailored or boxer styles at most fine stores . . . \$3 to \$6.

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DEAN ACHESON, Lovett's predecessor, is quitting State and going back to law. He has found the \$12,000 salary not enough for his manner of living.

ROBERT LOVETT CONTINUED

cracked a book on Marxism in his life. Item 6: the constant shifting of our policy in Latin America, with its now forcible, now feeble handling of the Argentine. In order to help formulate sound policies for the future, Robert Lovett, you should meditate deeply upon these sins of our past. They have created many a dilemma that will not lightly yield to thought and action.

But if you inherit the results of these fantastically mistaken policies of the past, you are also entering the State Department in a period of great promise. Your chief, George Catlett Marshall, is a man who hates both failure and slipshod work—and though he was palpably wrong in trying to force "unity" among Communists and Kuomintang in China (it is nature-faking to believe that Communists will ever "cooperate" in a coalition except to further their own ultimately disruptive ends), it can at least be said for Marshall that the Chinese policy was not his own. Marshall, as you very well know, will back you up at all turns, but with Molotov and Tito and Chiang Kai-shek and the Chinese Communists and European redemption all tumbling in and out of his mind he won't have time for handling details. You will have to suggest things to George Marshall, not vice versa.

You will also have to suggest things to certain career men in the foreign service who have become passive through the years. The trouble with our career diplomats is not that they may have a fondness for tea and striped trousers. But the tea-and-striped-pants accusations symbolize a dissatisfaction with the ideal of the career man, which is never to take a chance for fear that it might possibly be construed as a mistake. What we need abroad is a number of ambassadors who are evangelical about the virtues of democratic capitalism, which has made the U.S. both productive and free. Let our men speak out for the American essentials which have energized people like yourself. You cannot, of course, fire the passive career man. But you may be able, over the months, to jockey men around, getting the dynamic fellows into key spots on the earth's surface.

Before the advent of Acheson and Marshall the State Department was hardly an *administrative* mechanism. In the old days it had its own boyars, barons or independent warlords—Sumner Welles ruled over American republics, Stanley Hornbeck took the Far East for his own, Jimmy Dunn ran Europe. Nobody bothered to explain the State Department to Congress until Dean Acheson, who had quit a job as Under Secretary of the Treasury in 1933 when the Roosevelt gold policy gagged him, came back into government service as Assistant Secretary of State in 1941.

Acheson is a splendid advocate and a splendid organizer. His

CONTINUED ON PAGE 92



WALKER'S DE LUXE is a straight Bourbon whiskey, 6 years old;
elegant in taste, uncommonly good—a Hiram Walker whiskey.



IS YOUR RADIO SQUAWKING, TOO?

You won't have a single "squawk" coming if you have your radio looked over every six months. Then you'll be sure to hear your favorite programs clearly all the time. And how this check-up saves big repair bills! Let your local radio service dealer keep your radio in shape. His work is good, his prices fair. His Sylvania equipment and Sylvania Radio Tubes help him give you maximum radio enjoyment. There are no finer radio tubes made.

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ROBERT LOVETT CONTINUED

brief for the Stock Exchange in the Richard Whitney case is remembered to this day as one of the ablest briefs ever written by a canny attorney. As liaison officer for State with Congress, Acheson was a great success. A debonair, tall and aristocratic fellow, Dean Acheson has a distinct Anglo-American flavor, which he comes by honestly as the son of an Englishman who was Episcopal bishop of Connecticut. The Anglo-American flavor has never gone down with prairie congressmen, but Acheson surmounted his handicap by organizing his material superlatively well. His briefs for his new client had much to do with the success on the Hill of Lend-Lease extension, Bretton Woods and UNRRA.

The real Acheson accomplishment, however, is the "9:30 meeting." Not so long ago each "area desk" in State worked with little reference to what the next geographical division was doing, and nobody knew what the economics department of State was up to or why. The result was a gorgeous confusion of administration—one man might be chasing Fascists in Paraguay, another man might be coddling them in Spain, another might be annoying Communists in Poland, still another might be welcoming them in China or Iran. The Secretary or the Under Secretary of State would get the news of chaos too late to do anything about it, and there was always the worry about what PM or Drew Pearson might say. Acheson brought an abrupt end to this state of affairs by bringing certain department heads together at 9:30 three or more times a week. The 9:30 meeting has been attended by Freeman ("Doc") Matthews, head of the European office; Loy Henderson, head of the Near Eastern and African office; John Carter Vincent, head of the Far Eastern office; Will Clayton and Willard Thorp from the economics division; Charles Fahy, the department's legal adviser; Charles ("Chip") Bohlen, the Russian expert who attended all the big conferences at Yalta and elsewhere; Ben Cohen, counselor of the department, and various other functionaries. Only Spruille Braden, of the division of American republics, remained aloof—no doubt a tribute to his unmanageable personality but a headache for his co-workers.

Ever since the introduction of the 9:30 meeting Freeman Matthews, for instance, has been able to judge just what Loy Henderson's policy in Turkey means when it is stacked up against affairs in Italy or Germany; the various "area" problems have been tackled in the light of coordinated thinking. And now that Marshall has called Norman Armour, a career foreign-service man, from retirement to serve as Assistant Secretary of State in coordinating all the various area offices, Latin America included, it should serve to make the job of Under Secretary so much easier.

* * *

THERE is a drawback, however, to the Armour appointment, and you, Robert Lovett, should be aware of it. In creating a coordinating Assistant Secretaryship for Armour, the title of Assistant Secretary of State for American Republic Affairs vanishes with the resignation of Spruille Braden. Latin Americans must inevitably take this as an affront to their *dignidad*. Moreover the appointment of Armour is no consolation to Argentines, for Armour never warmed up to Perón when he served as ambassador in Buenos Aires. This may cause certain minor difficulties in our program of wooing the Argentines to sincere support of hemispheric unity. Incidentally the bad features of Bradenism did not stem from his dislike of Perón's coddling of Fascists in the Argentine; if we had broken with Perón there would have been much to justify it. The trouble with our Argentine policy was that it was neither fish nor fowl; we kept an ambassador in Buenos Aires as a token of friendship, yet at the same time we needled the Argentines from Washington. Thus we made the worst of two worlds. Nor did we consult the wishes of the other Latin-American nations on Argentinean policy.

With Braden gone, you, Robert Lovett, should look into those who have helped conduct our Latin-American affairs under him. For while Braden was undoubtedly anticommunist as well as anti-fascist, it is a fact that some shady Left-wing characters were among his top advisers for an extended period. The more notorious of these advisers have departed, but the people who hired them and listened to them may still be in a gullible frame of mind.

Even if you have an Assistant Secretary to keep track of the area desks, you, Robert Lovett, should still sit in on the 9:30 meetings, at least for some time to come. But if you or your assistant should miss an occasional meeting you will find that you can brief yourselves quickly on the discussions. For another recent State Department innovation—that of the "secretariat," which was Marshall's own idea brought over from the War Department—sees to it that conversations, cables and papers are briefed for quick

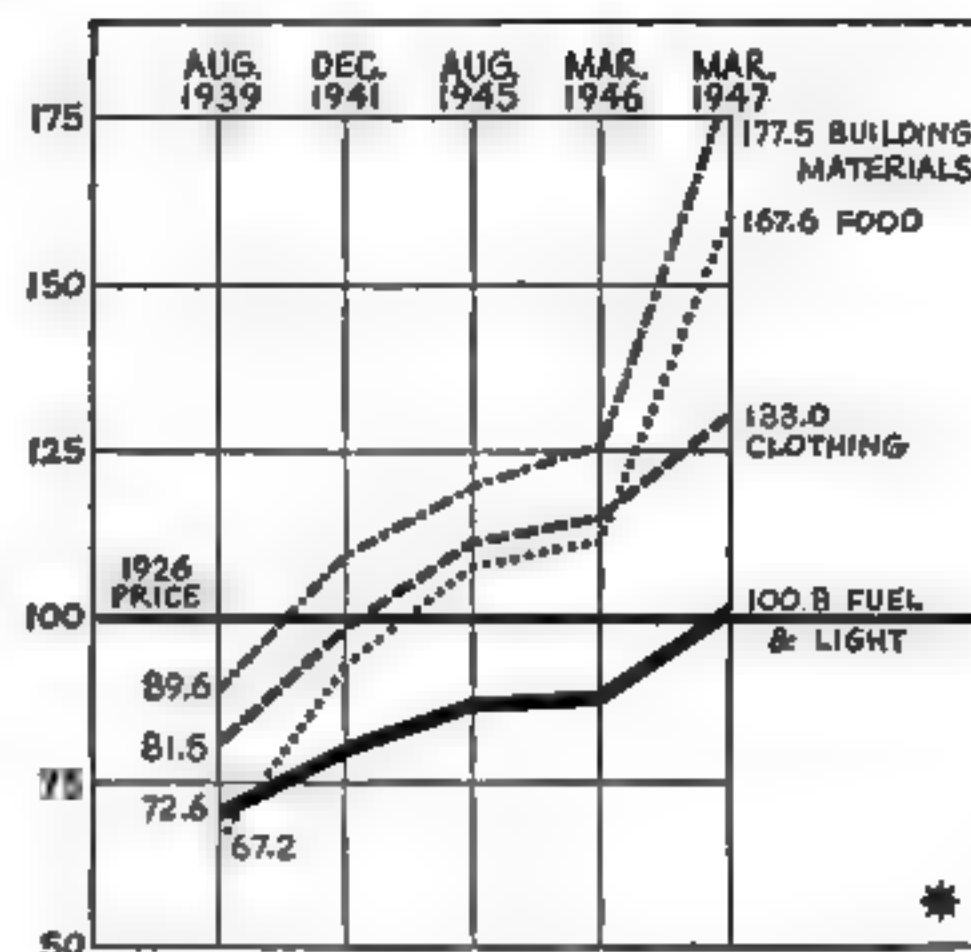
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Interesting facts about your cost of living



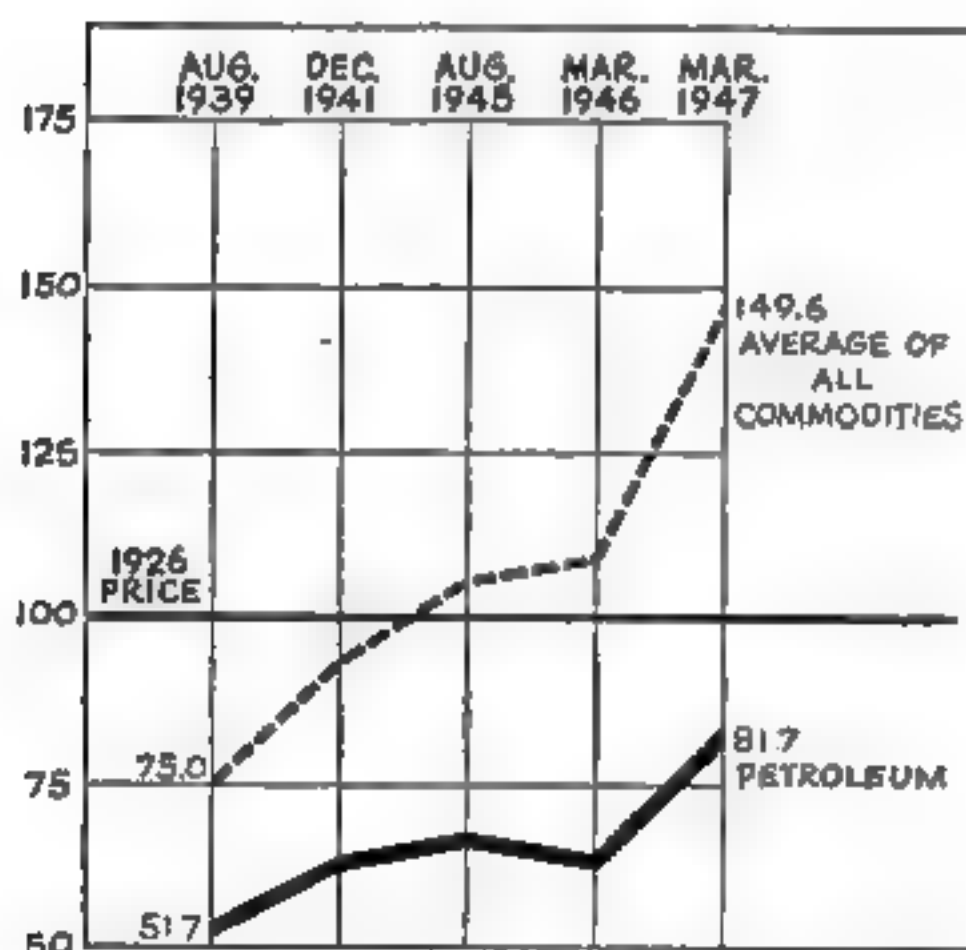
1. Each month the U. S. Department of Labor publishes a *Commodity Index*. This index records the rise and fall in wholesale prices of some fifty-odd basic commodities—grains, meats, shoes, woollens, coal, lumber, gasoline, etc. The wholesale prices of these commodities determine your cost of living.

2. Since prices don't mean much unless you compare them with something, the *Commodity Index* uses 1926 as a base year. Whatever a commodity's price was in 1926 is 100. If its price today is 30% higher—for example—its index number will be 130. If it is 20% lower, it will be 80.



3. Here's what has happened to such essential things as food, clothing, fuel and light, and building materials since 1939—the last year before the war in Europe began to affect prices.

*U. S. Department of Labor Statistics through March, 1947—last figures available when this advertisement went to press.



4. Now let's look at the prices of petroleum products. From August, 1939, until late in 1946 petroleum prices lagged way behind other commodities. Only when regulations were lifted was the oil industry able to make up some of the disparity. But even with the latest price rises, petroleum products are still 18% lower than they were in 1926.

March, 1947		
Price index of some other commodities		
	LIVESTOCK & POULTRY	216.0
	FRUITS & VEGETABLES	141.5
	SHOES	171.5
	HOSIERY & UNDERWEAR	100.8
	BITUMINOUS COAL	143.6
	MOTOR VEHICLES	151.2
	LUMBER	269.3
	FURNITURE	120.0

5. In fact, of 53 separate commodities listed on the Labor Department Index, only 5 are lower than petroleum—tires and tubes (73.0), crude rubber (52.9), silk (73.2), rayon (37.0) and possibly electricity (figures not available since March, '46). All the rest except mixed fertilizers (96.3) are not only higher but over 100—the 1926 price level.



6. In all fairness to other industries it should be pointed out that they haven't been able to offset their increased labor costs with technological improvements to the extent that the oil industry has. Furthermore, those technological improvements would never have come along so fast—if at all—without the incentives of America's free, competitive economy.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

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Keep a small, handy **Power-Pak** in your car. Inflate that "flat" in two seconds . . . cleanly, automatically. Enough pressure for 3 average tires.

Contains safe, odorless CO₂. Preserves rubber and it's the most dependable kind of extinguisher for oil, gas and electrical fires. **REFILLED AT SMALL COST**

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\$6.45 Complete with tire hose
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At service stations, car dealers, auto accessory and dept. stores. If not available nearby, send check or money order (\$6.45) to **Power-Pak Products, Inc., Buffalo 2, N. Y.**, for delivery by a local dealer. In Canada write **Power-Pak, Toronto 2, Ont.**

PUT OUT FIRES instantly with this dual-purpose unit

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Fashioned with Rumpp's dependable skill in rich leathers that mellow through use . . . two new companions for you.

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Combining distinguished appearance with feather lightness. Variety of styles, leathers.

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OLD STATE DEPARTMENT BUILDING has long since become hopelessly inefficient. The department has almost completed its move to new building.

ROBERT LOVETT CONTINUED

perusal by the Secretary if and when he desires to see them. The secretariat "controls" all incoming and outgoing messages—which means that relevant material, say, from Chungking or Moscow doesn't languish for critical hours or weeks on an area desk.

You, Robert Lovett, will find both the 9:30 meeting and the secretariat made to your own efficient hand. But even more important than these innovations is the new long-range planning committee headed by George Kennan. Much has been written about our *ad hoc*, or Saturday-to-Saturday, diplomacy. At one time we are hot for the Morgenthau Plan for pastoralizing the German economy; at another time we have come to our senses about the Ruhr, whose coal production can hardly be pastoralized without ruining

French, Dutch and Belgian industrial systems. When a Cordell Hull is telling off the Japanese on the eve of Pearl Harbor, he promises unequivocally to back the nationalist government of Chiang Kai-shek through hell and high water. But later in the war a new view comes to the fore in the State Department: the "corrupt" Kuomintang government of Chiang must be leavened by the admixture of the supposedly pure agrarian Communism of Yen-an. Such weather-vane statesmanship has operated because there has been no long-range planning, no properly evaluated theory of U.S. political interest. The Kennan



SPRUILLE BRADEN, Assistant for Latin America, retired on June 4.

group should do much to put the State Department on a firm philosophical base.

George Frost Kennan is one of the real patriots in the State Department. His granduncle, George F. Kennan, once wrote a famous series of exposures of the czar's political prisoner camps in Siberia; and the young namesake nephew, after his graduation from Princeton in 1925, elected to take up where Uncle George left off. Joining the State Department in 1926, the young Kennan was sent to Berlin (he already knew German) to immerse himself in Russian language and history. Summers he worked for Loy Henderson in the Baltic States, and in 1933, when the U.S. at last decided to recognize the Soviet Union, he went to Moscow with Ambassador William C. Bullitt.

Unlike Ambassador Joseph Davies, unlike that other Russian expert, Chip Bohlen, George Kennan was always suspicious of the ultimate objectives of the Soviet state. Perhaps it is significant that his career languished when Harry Hopkins was telling Franklin Roosevelt that Stalin could be wangled into behaving after the war. During the dark days of his career Kennan, an introspective, sensitive person, developed stomach ulcers. But toward the end of

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Now in tubes
and in two sizes!

The difference between hairy legs and smooth, alluring ones is Imra! The difference between bad-smelling depilatories and a sweet, snowy-white cosmetic cream *in a tube* is Imra! The difference between razor nicks, stubby regrowth and a silken-to-the-touch finish is Imra! Just smooth it on. Rinse it off. One application does the complete job. What a difference! At cosmetic counters

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with the look of leather
and far more wear! Not on all
shoes, just the best ones for men,
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CONTINUED ON PAGE 96

This is the year for miracles

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More like plain horse sense.

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So you said to the Pro, "Look me over, doc. Give me the treatment."

And pretty soon you found yourself swinging a set of the new-model Spaldings.

You felt their smooth, controlled power—the way they made every shot easier to hit.

One sweet smack led to another—

The rest is history.



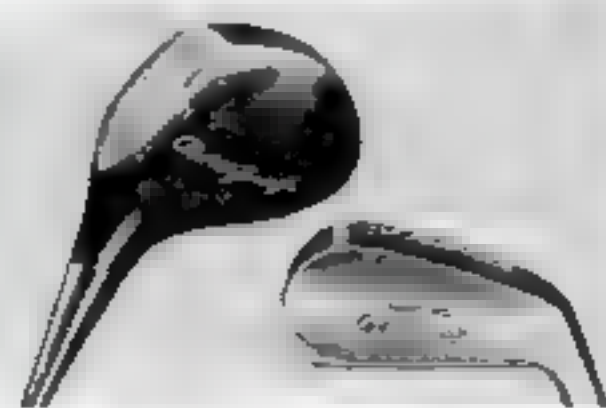
The Record Speaks! In golf, as in every major sport, the choice is *Spalding*! More major tournaments, amateur and pro, have been won with Spalding golf balls and clubs than all other makes combined.

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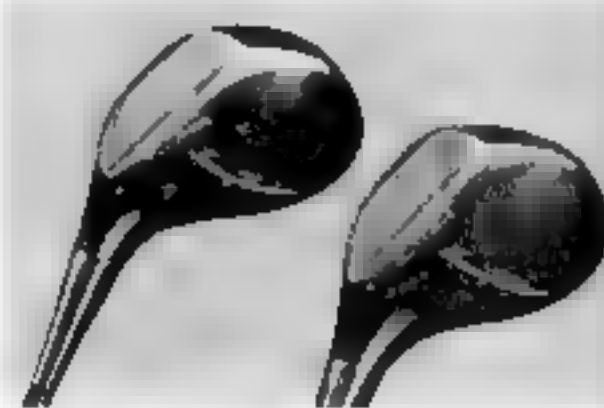
Spalding



Greater Control from new model Irons with "graduated offset" blades. Woods with new facings. Ask your Pro for Spalding "Top-Flite" Clubs.



The Master Touch. New "Cushion-Neck" Irons designed by Bobby Jones himself. And the new model Woods. Get them at your Pro or Dealer.



Whalloping Woods. New Spaldings, by Jimmy Thomson, golf's longest hitter. Also, Betty Jameson Clubs for Women. At your Pro or Dealer.

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about where
to buy it?**

Use the
YELLOW PAGES
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Telephone Directory



NEW STATE DEPARTMENT BUILDING, in "Foggy Bottom" section, was formerly a War Department annex. Marshall likes its modern air-conditioning.

ROBERT LOVETT CONTINUED

1945 Averell Harriman, our ambassador in Moscow, began to see through Stalin's game, which was to gain a maximum of U.S. material aid without promising a thing for the future. Harriman let Kennan offer his estimate of the situation in Moscow—and Kennan, in a long dispatch, recalled Washington to the fact that Stalin was a Marxist. True, others had said as much in the course of the years; William Bullitt tried to tell President Roosevelt that Stalin was not the Duke of Norfolk in 1943; Adolf Berle had said



NORMAN ARMOUR, new Assistant Secretary, was appointed June 9.

the same in 1944. These men had laid their diplomatic careers on the line in the "appease Russia" period and had lost out. But Kennan, who had lived through the "everything for Russia with no return commitments" phase, was listened to in early 1946. What he said, in effect, was that the Soviet believed in the vulnerability of world capitalism and would stall until such time as it could take advantage of world economic depression. But he also said in essence that Russia, the great, fluid state that occupies the plain that stretches from Poland to the Pacific, would give ground

if confronted by firmness in the united West. The specifically Marxist theory is to strike when "inner contradictions" paralyze capitalism; the purely Russian theory, derived from the time when the dukes of Muscovy were fighting the Mongols over endless plains, was to retreat in times of weakness to a position that could be held.

Since the only power in the world that could possibly menace the U.S. at the moment is Russia, the appointment of Kennan to head a long-term planning group has symbolic significance. But it is a significance that is not unfriendly to a Russia that is willing to cease the Marxist game of promoting discord and world revolution. That is the point which you, Robert Lovett, should clearly grasp.

The Kennan staff is in process of being assembled as you take over. For example John Davies, who has been in Moscow, has come home to join it. The appointment of Davies to the Kennan staff may be a good one, but you should be warned that John Davies was once General Joseph Stilwell's political officer—and "Vinegar Joe" Stilwell was until his recall the symbolic head of the anti-Chiang, pro-Chinese-Communist movement that later did its best to unseat Pat Hurley as ambassador in Chungking. Davies may or may not support what has become known as the John Carter

CONTINUED ON PAGE 98

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Between calls, between sales, reach into your pocket for a Horlicks



NATURAL OR SWEET CHOCOLATE FLAVOR, STILL ONLY 10¢



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★

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★

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"If you give them the facts," he said, "you can always depend on the common sense and long-range judgment of the American people.

"The last few months have given us heart-warming proof of that.

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the \$40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

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They are the safest investment in the world. They pay you \$4 for every \$3 at the end of 10 years. And you can buy them automatically, almost painlessly today, through either of two plans:

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"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts...told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from \$494 million in last September to \$519 million in October and kept climbing steadily until, in January of this year, they reached a new postwar high: **In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.**

In the same way, redemptions have been going just as steadily downward. Here, too, the trend continues.

Moreover, there has been, since the first of the year, an increase not only in the volume of Bonds bought through Payroll Savings, but in the number of buyers.

family's sake, get on it...and watch your savings mount up.

If you are not eligible for the Payroll Plan, but have a checking account, see your banker and get him to tell you about the new Bond-a-Month Plan.

Either of them will set you on the road to financial security, and the happiness that comes with it.

Save the easy, automatic way—with U. S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



BACK AGAIN!

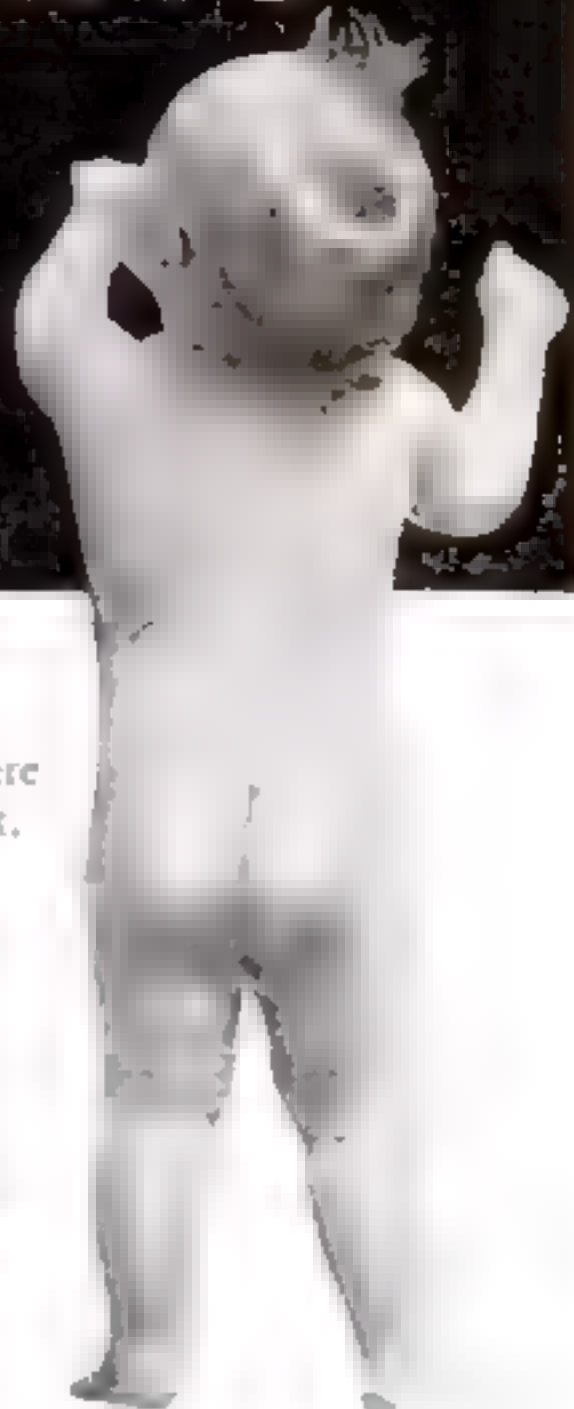


BABY PANTS

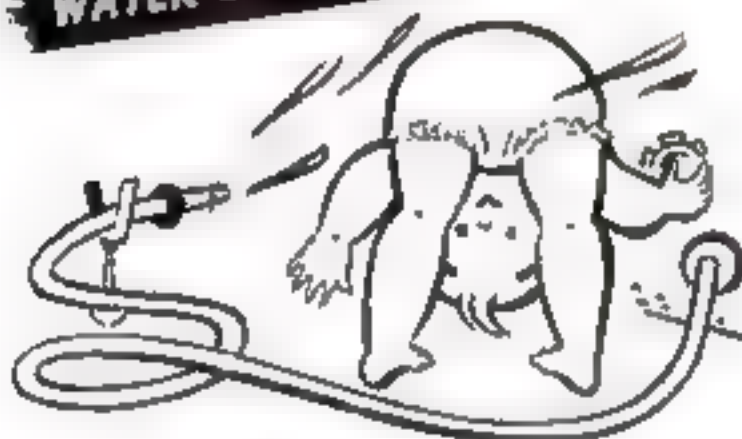
made of
Koroseal

B. F. GOODRICH FLEXIBLE SYNTHETIC

That gurgling you hear in the crib is just baby bubbling over with joy at the Good News! Yes, Koroseal Baby Pants are *really* here again... with their wonderful, nothin'-like-it, can't-be-beat comfort and convenience. When B. F. Goodrich first took their miracle discovery out of the laboratory, Warren's brought it right home to baby. Now *it is* your baby can enjoy this blessing of Modern Science (courtesy of B. F. Goodrich) in superlative baby pants (courtesy of Warren's). They're available in both Koroseal tunic or Pure Silk coat with Koroseal... at better infants' wear departments everywhere.



WATER & ACID-PROOF



NON-IRRITATING



WASHABLE



KITTEN-SOFT



LIGHTWEIGHT



WARREN'S is a brand name identifying quality products since 1883. Other Warren's products of KOROSEAL that you will want for baby are:

BIBS • CRIB SHEETS
DIAPER BAGS
MOTHERS' APRONS
also:
RAINWEAR FOR CHILDREN

Write for FREE booklet, "PAPPY IS A PARENT, TOO!" Contains Baby Progress Charts and other helpful information.



THE WARREN FEATHERBONE COMPANY, THREE OAKS, MICHIGAN
NEW YORK CHICAGO SAN FRANCISCO



THE KENNAN GROUP, headed by George Kennan (left), is charged with job of planning long-term foreign policy with consideration to U.S. resources.

ROBERT LOVETT CONTINUED

Vincent Chinese policy—which would treat Chinese Communists as simple agrarian democrats and merge them into the government of China without due thought to their containment as a disruptive element. But the point is that personalities in the State Department date from different periods—and they often have a lack of broad consistency. I am not urging you to underwrite the right wing of the Kuomintang in China; it might be sounder policy to encourage the emergence of certain democratic middle groups. But I am urging you to be wary of equating Communism and liberalism anywhere.

It is often said that Chinese Communism is "different." But the Marxism that is followed by Stalin does not regard the world as divisible into "different" capitalisms; they are all supposedly subject to the same "laws" that allegedly push democratic capitalism into the phases of imperialism and monopoly. The other side of this Marxist coin should be equally plain; no "communisms" are different in the final analysis.

Now, in this letter to you, Robert Lovett, I don't want to be a Red-baiter. I am willing to admit that John Carter Vincent, who is going out into the field this summer when he relinquishes his job as boss of the Far Eastern office of the State Department, is anti-Chiang Kai-shek for honest pro-American reasons. The Kuomintang no doubt has its corrupt aspects, and no doubt any money we send to China should be accompanied by U.S. advisers to help them spend it for truly productive purposes. But it makes no sense to oppose Russian infiltration in Greece, Turkey and Iran, and to protest against it in Hungary and Austria, while we actively maneuver to increase Russian penetration of China. Somehow, sometime this must dawn on President Truman—and you, as the top-ranking assistant to Marshall and the voice of consistency in the State Department, might properly argue the case with your superior, George Marshall. He, having been the instrument of Truman's inconsistency for the period of a year in the Far East, is in a psychologically bad position to begin an argument with himself.

If you elect to become a force for unity in our foreign policy, however, you may run into a refractory situation. While Dean Acheson has honestly changed his mind about the nature of Soviet dynamism, it is still a fact that the State Department has never had a house-cleaning. If John Carter Vincent is no longer to head the Far Eastern office, certain people who have been in charge of "digesting" information for him will undoubtedly linger on at the information desks to "digest" for his successor. The working-level men are in many respects more powerful than their superiors—for they set facts in "perspective" before the facts are sent up to be acted upon.

* * *

HAVING changed his own mind about Stalin's foreign policy, Dean Acheson did noble work in giving a tip to the Iranian Embassy that resulted in successful firmness at Teheran in the face of Soviet maneuvering to split Iran. But before Dean changed his mind, he was spokesman for an "appease Russia" attitude. He attacked General MacArthur at the precise moment when the Communists were turning their guns on the general because of his efficient methods of instituting the occupation of Japan. MacArthur had never done anything to controvert the fact that Washington, not his own conscience, sets broad policy for Japan. yet Acheson

CONTINUED ON PAGE 10

"LOVELY
COLORS"

"IT DOESN'T
SCUFF"

"NEEDS NO
WAXING"

"ALWAYS STAYS
NEW LOOKING"



Koroseal Floors are here!

- Now you can have floors with all the beauty and labor saving advantages of the same modern "miracle" material used in all Koroseal products. Koroseal floors are virtually indestructible. They stand heat, cold, dryness and dampness. They won't buckle or crack or rot. They resist stains and sun-fading. They are oilproof, acidproof, greaseproof and practically wearproof. Quiet and easy underfoot, they can be installed over any type of floor or used as a floor in new houses. Koroseal floors are perfect for stores, offices, display rooms or any place where traffic is heavy and smart appearance is essential. Koroseal floors have no pores to collect dirt or germs and never get old-looking. That's Koroseal, your dream of a floor — come true!

"CHEAPEST IN
THE LONG RUN"



Flooring Specialists since 1807 • Linoleum • Asphalt • Koroseal • Felt Base • Floor and Wall Coverings • Plastic Products

Sloane-Blabon Corporation

295 FIFTH AVENUE • NEW YORK

Koroseal is a registered trademark of The B. F. Goodrich Co.
Koroseal flooring is made under the technical super-
vision and control of The B. F. Goodrich Co.



100 PROOF

As it says on the label...

"There is nothing better in the market"

BROWN-FORMAN DISTILLERS

CORPORATION, INCORPORATED, AT LOUISVILLE IN KENTUCKY

© 1947 B. F. & S. CO., INC.

chose to make it appear otherwise. Why? Who put him up to it? These questions have never been answered. Acheson also appeared on the same platform at Madison Square Garden with the "Red Dean" of Canterbury to address a Communist-supported mass meeting.

While Acheson showed great ability to learn from the cables from Europe, he never did anything to disturb the people who had once used him. You, Robert Lovett, are left with these people on your hands. If they, too, have changed their minds under the impact of events, then there is no real case for house-cleaning in the State Department. But you should be aware that they once pushed Dean Acheson into doing the work of the "appease Stalin" school. If you are properly aware of this, you will be in a position to gauge their present loyalties and practices and to make recommendations to Marshall accordingly.

With a planning board and a secretariat and the 9:30 conference to speed the work and to tune up the thinking of the State Department, the U.S. is at last in a good technical position to cope with the outer world. But there are still some things to be done. The Kennan planning board might be made more effective if it were to be entrusted with making an audit, an inventory, of U.S. resources along the lines proposed by Senator Vandenberg on June 13. If we know what margin of goods and services we have to play with, we will be in a better position to decide just what percentage of the national energy should be devoted annually to world rehabilitation. The Kennan board might also set up a table of priorities in rehabilitation; it might well appear that a little food devoted to strengthening the muscles of Ruhr coal miners would be worth the expenditure of millions of dollars elsewhere. One hopes the Europeans will themselves offer us a plan for rehabilitation on an integrated continental basis. But such a plan will have to reckon with the weakest links in the economic chain. The Kennan group should know just where the weak links are. It should also cut itself free from the incubus of the Morgenthau Plan for pastoralizing Germany. This plan, while it is now more or less abandoned, still prevents certain key people from thinking constructively about making the Germans support themselves.

This letter to you, Robert Lovett, is not written out of any assumption that you can make policy. That job belongs to George Marshall and President Truman—and the American people. But even though your position is purely administrative in its functional aspects, no man who holds it should be innocent of certain realities. The Under Secretary must be the eyes and ears of the policy-makers—and it is futile to argue that eyes and ears do not affect the decisions of the brain.

So here's wishing you well. I don't know how you are going to find good men to carry out the work of the department in all spheres—first-rate people just don't want to work for the government when they can make more money elsewhere. Perhaps we need some system of scholarships for youths who might wish to be State Department career men. That is a good subject for argument in the near future. But even though you will have to make shift with some Old School Tie people who have lost the faculty for energetic conduct of their work, even though you may have to get along with ex-fellow travelers in certain spots, I know that you yourself are as capable as they come. May your shadow never grow less—and may it be cast where it will do the most good in bringing the world back to the ways of peaceful production.



SECRETARY MARSHALL sits in huge new office. He insisted on moving State from its old building as part of program to streamline the department.

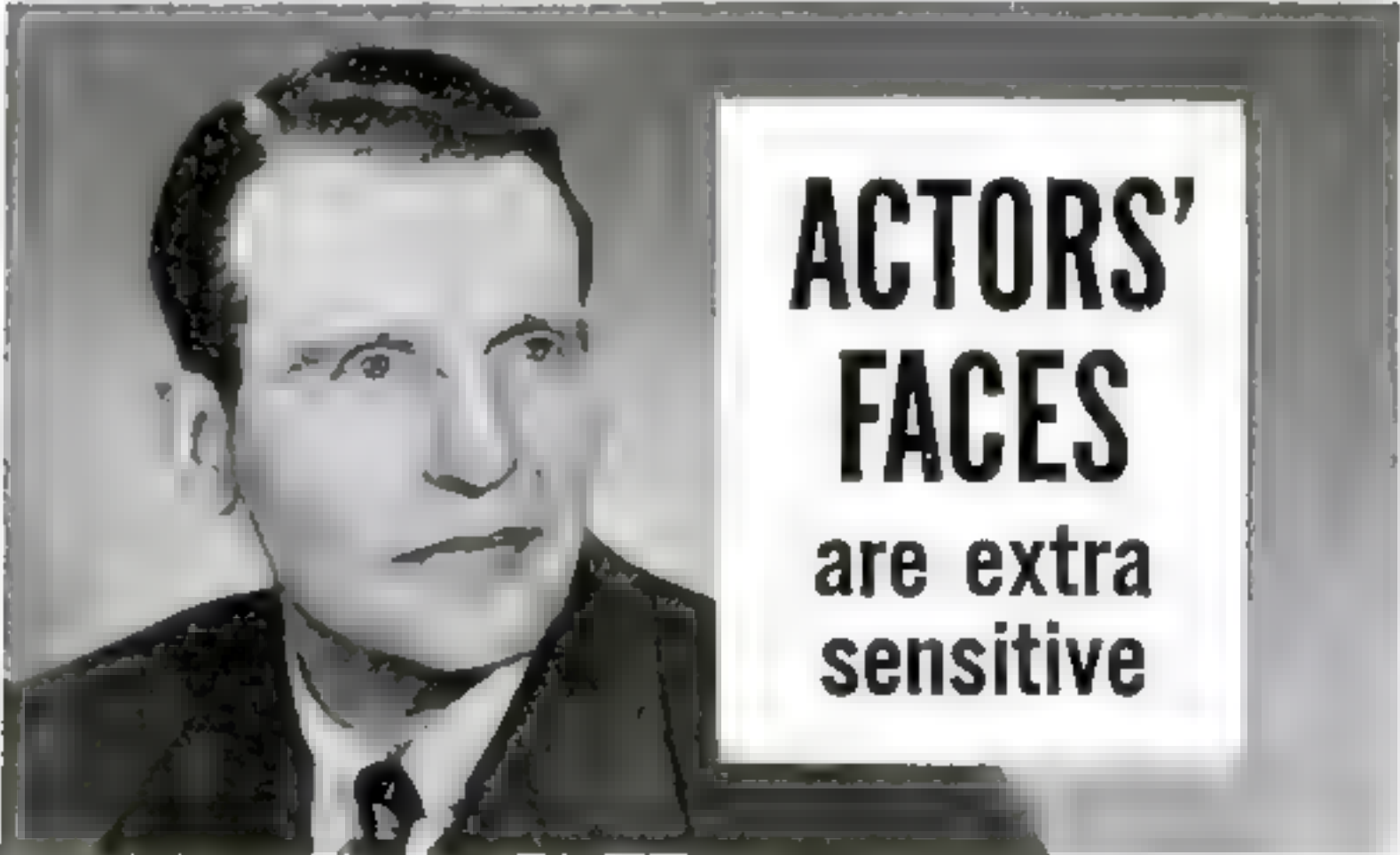
You win
comfort-on-the-court
with this "V"



You run, bend and twist in tennis—really need the protection of a supporter. Also for your golf, swimming, hunting, fishing and other sports.
But it's embarrassing to have to continue "hiking up" an old-style supporter. Treat yourself to the comfort-in-action of the newly designed Johnson & Johnson Supporter.
As diagram suggests, the V-FRONT® provides lifting action. This keeps the pouch in place—so it will not slip down and back between the legs where it might chafe. You won't mind wearing a needed supporter, once you experience the comfortable feather-touch fit of this design. Reduces fatigue, too.

Made by Johnson & Johnson—famous for quality products for fifty years. Sold at drug and sporting goods stores. TRUMP and TUXEDO for all-purpose use. RUGBY with 6-inch waistband for greater abdominal support. Write to Johnson & Johnson, New Brunswick, N. J., for descriptive folder. *Patent pending

Johnson & Johnson
ALL-ELASTIC
V-FRONT SUPPORTERS



—that's why Ralph Bellamy
shaves with soothing WILLIAMS

"REMOVING make-up leaves my face sensitive," explains Ralph Bellamy, star of the Pulitzer Prize-winning comedy, "State of the Union." "But I can shave closely without soreness when I use Williams. It doesn't sting or irritate."
Close, easy shaving
Williams is so gentle because it's made from top-grade ingredients, blended precisely. It gives you the benefit of over 100 years' experience in making fine shaving preparations. Its rich, whisker-

wilting lather soaks wiry beards completely soft—lets your razor shave quickly and cleanly without scrape or burn.
Pick up a tube of Williams Shaving Cream today. If you prefer a brushless shave, try the new heavier, richer Williams Brushless Cream.



Note to Brushless Shavers—Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.

Why some wives envy their husbands



"MY HUSBAND always seemed happy to go off on business trips, so this time I went along to learn what the attraction was. The moment we entered our Pullman car I began to understand.

"Here we were in our own private Pullman room, with wash basin, toilet facilities, closet, clean towels and deep, comfortable seats—all for ourselves! No wonder he likes to travel this way, I thought. Who wouldn't?



"And that lovely lounge car they reserve for Pullman passengers! What luxury—what nice people—what a wonderful wealth of service... even to the latest magazines at your elbow. I already envied him his many trips.



"That night, when I slipped between the crisp, clean sheets of that full-size Pullman bed and nestled into those big, soft pillows—I couldn't have stayed awake if I'd tried!

"Next morning I thought, traveling like this is fit for a king and queen. And the next time the 'king' takes a Pullman trip, the 'queen' will trot right along with him—if I can wangle it!"

* * *



NEW CAR NEWS! Modern, all-room Pullman cars with many new conveniences are now in service on some railroads, now being built for others. And they give you even greater comfort and convenience as Pullman gets you where you're going safely—on dependable railroad schedules.

Go Pullman

THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!

© 1927, THE PULLMAN COMPANY



IN SHORT PANTS AND BARE LEGS, ON A HIGH PODIUM BUILT ESPECIALLY FOR HIM, 9-YEAR-OLD PIERINO GAMBA CONDUCTS A SYMPHONY ORCHESTRA IN PARIS



NINE-YEAR-OLD CONDUCTOR

Pierino Gamba of Rome, sensational junior maestro, leads big-time symphonies in full-length concerts

In Rome three years ago Pierre Gamba, who plays an amateur violin and cooks professional pastry, decided to start his 6-year-old son Pierino on piano lessons so that the boy could later be his accompanist. After eight lessons Pierino stunned his teacher by learning a Mozart minuet in only 12 minutes. Instead of being overjoyed Papa Gamba was appalled, for though he loves music he abhors virtuoso pianists. Quickly he diverted his son to learning how to conduct an orchestra.

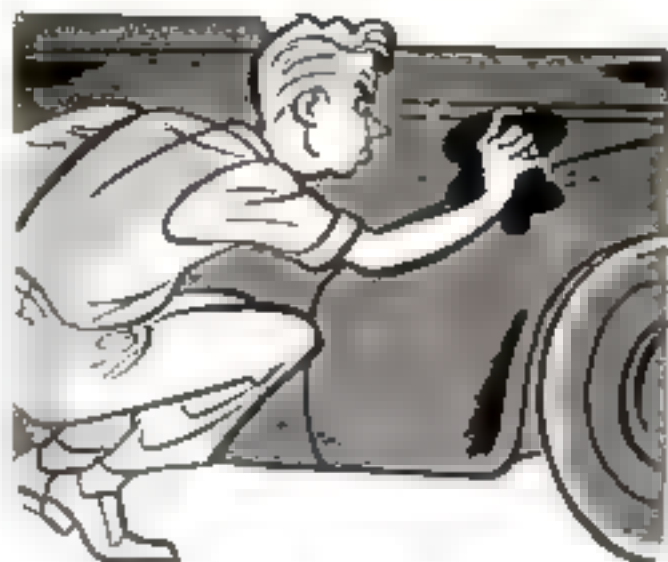
Pierino proved just as much a prodigy on the podium as on the piano. By last month, when he went to Paris, he was already one of the most talked-

about conductors in Europe, with a record of having conducted full symphony concerts in Rome, Milan, Zurich. Before a critical Paris audience he led the symphony orchestra of the Association des Concerts Lamoureux in a program of Beethoven, Rossini and Schubert. When he finished, the listeners cheered him for 20 minutes. Critics hailed Pierino as a "pocket Toscanini" and his feverish admirers pointed out that Beethoven was merely a deputy conductor at 13.

Of all infant-prodigy occupations, symphony conducting is superficially the easiest. As even the older maestros know, almost any well-seasoned or-

chestra, made up of musicians who know the scores of the classics by heart, can get through a symphonic program no matter what infantile shenanigans take place on the podium. But musicians agree that Pierino knows the conductor's business. He has a phenomenal memory and an infallible sense of pitch. When an irreverent oboe player in Zurich deliberately struck a sour note, Pierino stopped the orchestra, pointed out the error and calmly resumed rehearsal. After his present tour of France and Switzerland, the junior maestro plans to return to his sand piles and his electric trains, which he likes almost as much as he likes conducting.

You needn't get



A "charley horse"



For ease and speed



Use this, of course



For the quickest, easiest, safest way to make dull traffic film disappear—try Du Pont No. 7 Polish. Just once over produces a brilliant shine, restores original color and lustre. Try a can today.



Boy Conductor CONTINUED



THE MAESTRO'S FACE is scrubbed by his mother. Like most 9-year-olds, Pierino hates to wash. The boy is more than normally capricious and nervous.



THE MAESTRO'S CHEST is powdered by Mrs. Gamba and a friend as he watches warily. He tolerates but does not encourage such female attentions.



THE MAESTRO'S BOW is boyish, friendly and dignified. Called back seven times by Paris audience, he forgot dignity, ran happily up and down the stage.

FEELS GOOD
RIGHT AWAY



If your skin itches at all try Zemacol

When skin irritations itch and make you miserable, get quick relief with ZEMACOL. It's soothing and invisible—doesn't stain the skin or clothing. Antiseptic—germicidal—fungicidal. Try it tonight, 50¢ and \$1 at all druggists.

T.M. Reg. U.S. Pat. Off. A Norwich Product Norwich

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Reuben Young*

has switched to Calvert because Calvert is lighter.

*of 70 West Surry Drive, Charleston, S. C.

CALVERT RESERVE Blended Whiskey —88.8 Proof—65% Grain Neutral Spirits, Calvert Distillers Corp., New York City

HOME-TIES TWINE

Buy No. 122-S for wrapping and shipping heavy packages. Good on-tied strength. Attaching 100 stores.

JANUARY & WOOD CO. Mayville, Ky.



CONTINUED ON PAGE 107



Highly respected in U. S. Occupied Germany are the carefully outfitted men of the Constabulary, mobile and vigilant Army Ground Force.

Jig's up, Jerry!

Soon, all missing SS men and their henchmen will be routed from their "haystacks"—routed sternly, but without the vindictiveness which makes victories short-lived. Action—swift, effective and just—stalks every threat to civil and military security in American-occupied Germany.

Charged with this vital job is the U. S. Army's crack Constabulary, a recently organized force of 32,000 hand-picked men, many of them veterans of wartime combat on German soil.

The aims and responsibilities of the Constabulary are without precedent. Its vigilant patrols must squelch riots, smother crime and the black market, back military government orders, patrol frontiers of the U. S. Zone.

Nothing has been spared to make this the best staffed, best dressed, best equipped ground force an army could produce. Many of its men have been decorated. The latest light tanks, armored cars, jeeps, motorcycles and "spotter" planes can whisk at least fifty men to any corner of the Zone within 35 minutes of a call. In four hours, a whole regiment can be on hand!

The Constabulary, and its successful counterparts in Japan and Korea, answer a specialized problem—planned to succeed where other occupation forces throughout the centuries have failed. For, coupled with vigilance and force, is *justice*—a sense of fair play toward the innocent, and of democratic inspiration to young children.

This modernization of ideas, methods and equipment is going on throughout your new Regular Army. It is a sign of the times, on the road to lasting peace. It is the spirit which has attracted over a million young men into the largest volunteer army the world has ever known.

A 3-year enlistment entitles you to choose your favorite branch of service from those still open. High "take-home" pay, the chance to take part in a job that's making history, and many other advantages make an Army career a good bet! Get full details at your Army Recruiting Station.

Listen to "Sound Off," "Warriors of Peace," "Voice of the Army" and "Proudly We Hail" on your radio.

U. S. ARMY RECRUITING SERVICE

YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW



"AFTER THE WEDDING" by John Gannam. Number 5 in the series, "Home Life in America," by noted American illustrators

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION

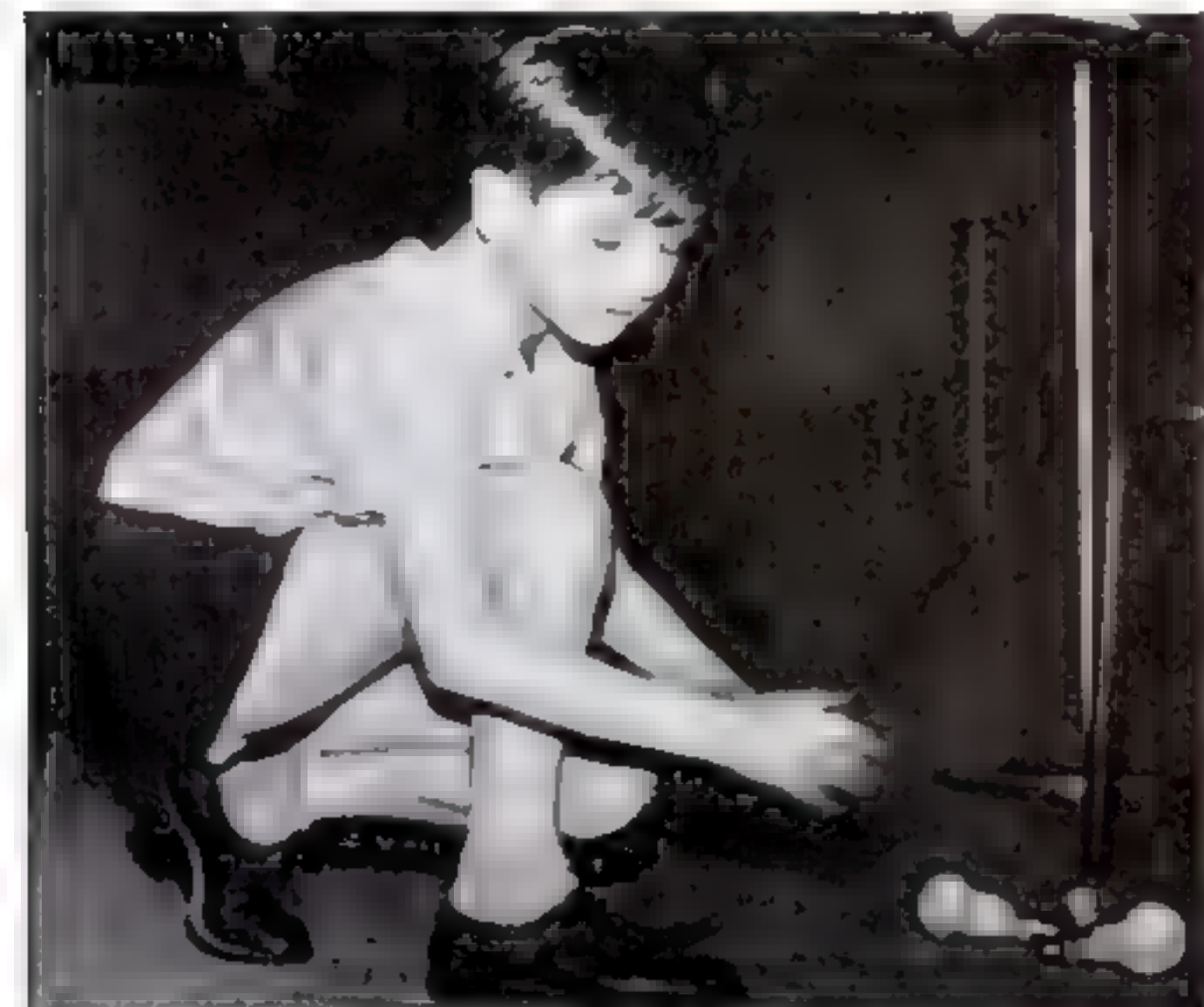




PIERINO LEARNS a conductor's gestures from his tutor, Romeo Arduini, who retired as conductor of Rome Opera to devote all his time to the boy.



PIERINO TEACHES two French violinists to play Beethoven as he likes it. Unable to speak French, the boy had to make his points by marking score.



PIERINO PLAYS with a photographer's flashbulbs after a rehearsal. The young maestro likes to throw bulbs all over the stage, then stamp on them.

Spruce
SHAVE LOTION BY *Wrisley*

Spruce is a fresh, clean, buoyant scent with just enough invigorating effect to make the skin feel crisply-clean and "toned". The forest-freshness and expert formulation of Spruce will make any man exclaim "I like that!"

Quick as a wink!

RECIPE FOR
**UNDERWOOD
DEVEILED HAM
CANAPÉ**

Cut bread in squares, rounds, diamond shapes, $\frac{1}{4}$ inch thick, toast to delicate brown, spread liberally with UNDERWOOD DEVEILED HAM. Sprinkle with grated cheese and brown in hot oven. Delicious!

AMERICA'S FAVORITE SANDWICH SPREAD

UNDERWOOD
TRADE MARK
NET WEIGHT 3 OUNCES
DEVEILED HAM

*For superb sandwiches and snacks, there's nothing like UNDERWOOD DEVEILED HAM. A natural, too, spread on hot buttered toast under eggs. There's flavor at its best!

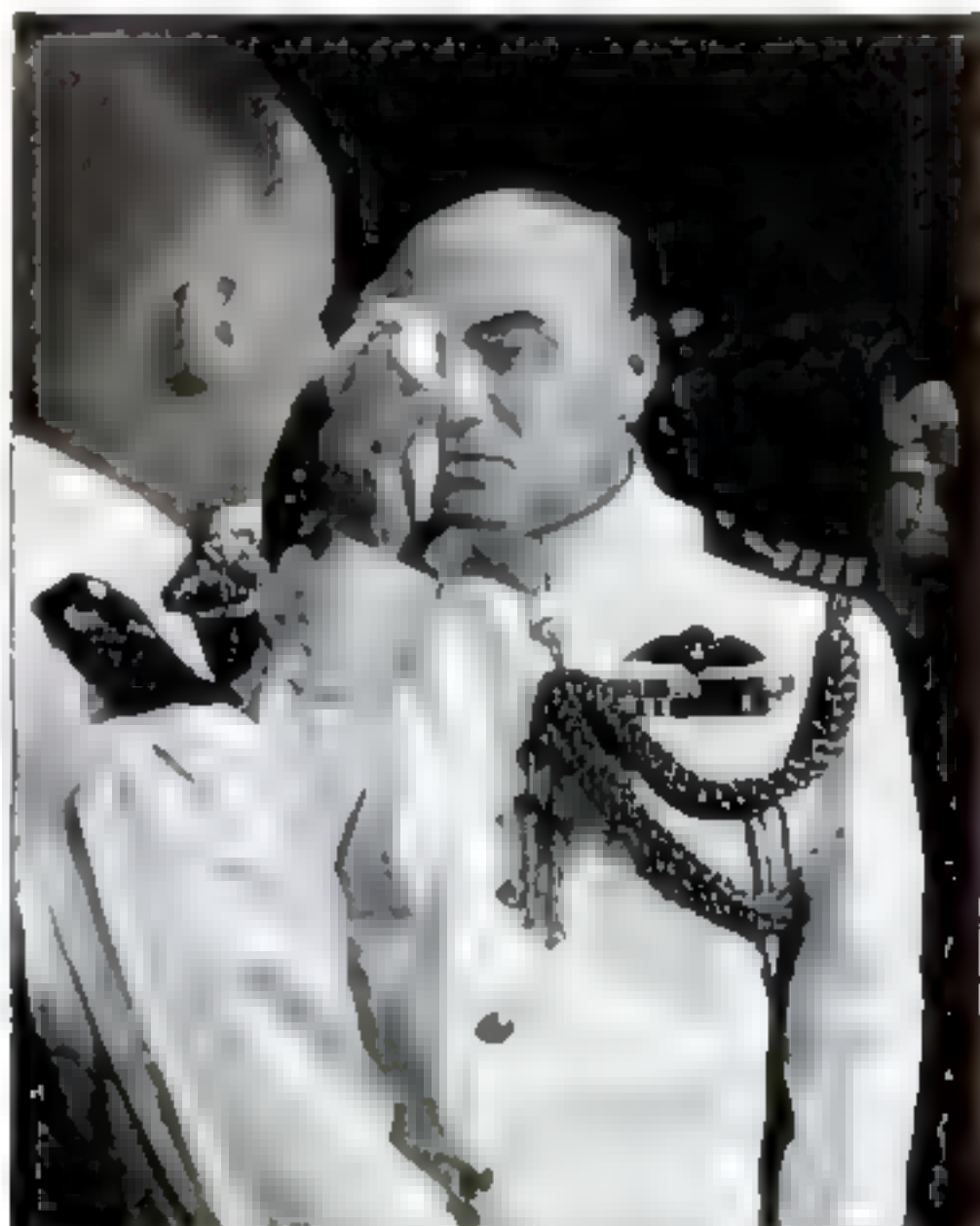


SMART GUESTS MADE FOR THE SHADE OF THE AWNING AND THE TALL TREES

Life Twellers at Washington Garden Party

British Embassy honors king on a very hot afternoon

No matter when their king was born, the English always celebrate his birthday in June because then their weather is just right for outdoor fetes and garden parties. This is a wonderful idea for England but it proved terrible for Washington this month when the British Embassy held a garden party in honor of King George's 52nd birthday. The temperature and humidity both got up to 92. The 1,300 guests summered and their clothes soaked. More surprising, however, than the characteristic Washington weather was the uncharacteristic austerity which ruled over the refreshments. In place of the strawberries and Devonshire cream that decorated the buffet of prewar years, there were embassy-made sandwiches and caterer's cookies. Instead of fine Scotch whisky and soda the thirsty guests were proffered orange juice, a claret punch and iced coffee. Muttered one Churchillian cynic, "Never have so many sweated so much for so little."



MOPPING HIS BROW, Naval Attaché P. W. Wooten commiserates over heat with Captain Welby-Everard.



COOLEST-LOOKING GUEST, Mrs. Wellington Koo, wife of Chinese ambassador, chats with Joseph Davies.



HIS BEARD WILTING, Commander Charles Evans, Royal Navy air attaché, discouragedly mops his brow.



HAIR-CURLING HUMIDITY that saturated Washington air deranges the coiffure of an uncomfortable guest.



SOAKED COATS were seen all over lawn. Even the lightest summer suits afforded little comfort on this day.



ICED COFFEE brought only small relief to Russian Ambassador Novikov, who arrived early and left soon.



A PERSPIRING BIDDLE—former Attorney General and Nürnberg-trial Judge Francis Biddle stands in amiable conversation while sweat slowly seeps through his jacket. Most

conversation was about the weather, which produced remarks ranging from a discreet "Very warm for June, isn't it?" to "Why don't they move the damned capital to Denver?"

Wouldn't you like to be in their shoes?

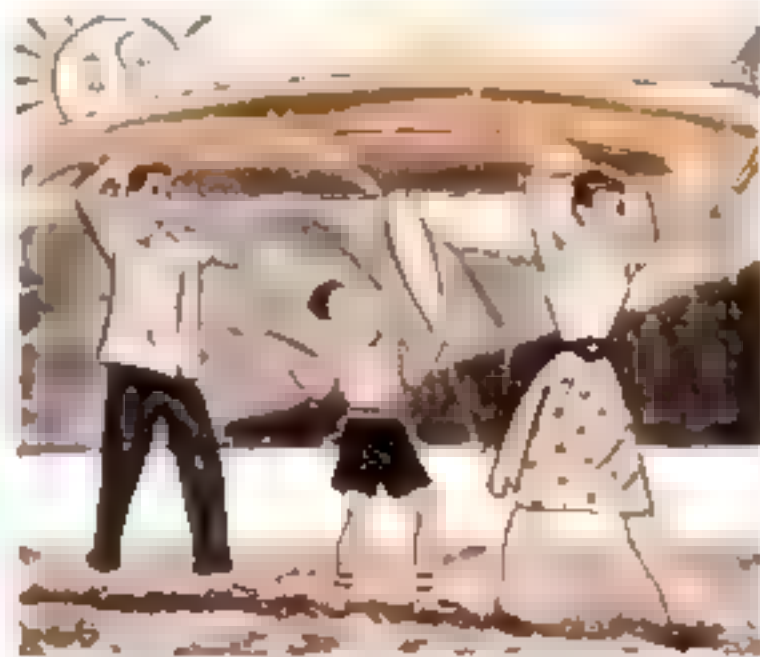


The soles are NEOLITE— for Longer Wear, Greater Comfort!

Your feet are set for a real vacation when shoes have **NEOLITE** Soles! Comfortable? Why, they're as flexible and easy on your feet as slippers—yet give plenty of firm support. They need no breaking in—25 steps prove it! **NEOLITE** Soles are not rubber, not leather, not plastic, not fabric—but an amazing new material that gives you twice as much wear as the finest leather! You'll find this better sole on shoes for all the family at fine stores.



Shoes stay trim and new-looking longer with **NEOLITE** Soles to help keep 'em in shape! Ask your shoe service man for **NEOLITE** whenever you have a pair resoled!



Feet stay dry in any weather with **NEOLITE** Soles! They're waterproof, insulate feet against heat or cold. Wet or dry, **NEOLITE** is non-skid—it won't mark floors!

Step on it! 20 million people enjoy

NEOLITE SOLES

NEOLITE P. H. — THE GOODYEAR TIRE & RUBBER COMPANY

MARK THIS MARK! Only genuine **NEOLITE** Soles bear the name "NEOLITE"

Garden Party CONTINUED



PERUVIAN AMBASSADOR Jorge Prado appeared with gaily colored fan which he flapped futilely for a while, then gallantly turned over to his wife.



EARLY RETIRERS were these two ladies who sought dubious relief from the heat under embassy foliage, enjoyed rest of the party from the sidelines.

CONTINUED ON PAGE 113



**THEY GO FOR THAT
EXTRA FLAVOR
FRENCH'S GIVES!**



Millions prefer this smoother, creamier mustard

Treat your family to this easy-to-serve buffet supper. Have assorted cold cuts, potato salad; and as the main excitement, a big platter of sizzling frankfurters on toasted rolls served with lots of French's Mustard for perfect, zesty flavor. They'll make a hit with everyone!

French's smooth, creamy texture

makes a wonderful salad dressing, too. Grand for potato salad!

POTATO SALAD. Combine 4 cups cold boiled potatoes, cubed, 1 small onion chopped, 2 tablesp. chopped parsley, 1 cup chopped celery, 1 tablesp. salt. Mix well with dressing made by beating until light and fluffy, 4 tablesp. French's Mustard 2 tablesp. evaporated milk or light cream 2 tablesp. sugar, 2 tablesp. vinegar, $\frac{1}{2}$ tablesp. salt.



Also made in Canada



FREE!
NEW RECIPE BOOK
Send for handsome recipe booklet "Mealtime Magic" illustrated in full color. Dozens of practical suggestions to make food go further, meals taste more delicious!

Write to The R. T. French Company, 1395 Mustard Street, Rochester 9, N. Y., and this booklet will be sent you FREE.

Name

(PLEASE PRINT)

Address

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LARGEST SELLING PREPARED MUSTARD IN U. S. A. TODAY

Every drop

Tastes its Age

ANCIENT

AGE

Every drop

Evenly matured

Straight

Kentucky

Bourbon



Look for . . .



ask for . . . "Double A"

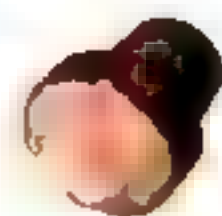
This magnificent, straight Kentucky bourbon
from the House of Aged Whiskies

comes to you today in a temporary bottle.

Every drop is the same, evenly-matured

Ancient Age you enjoyed before the war.

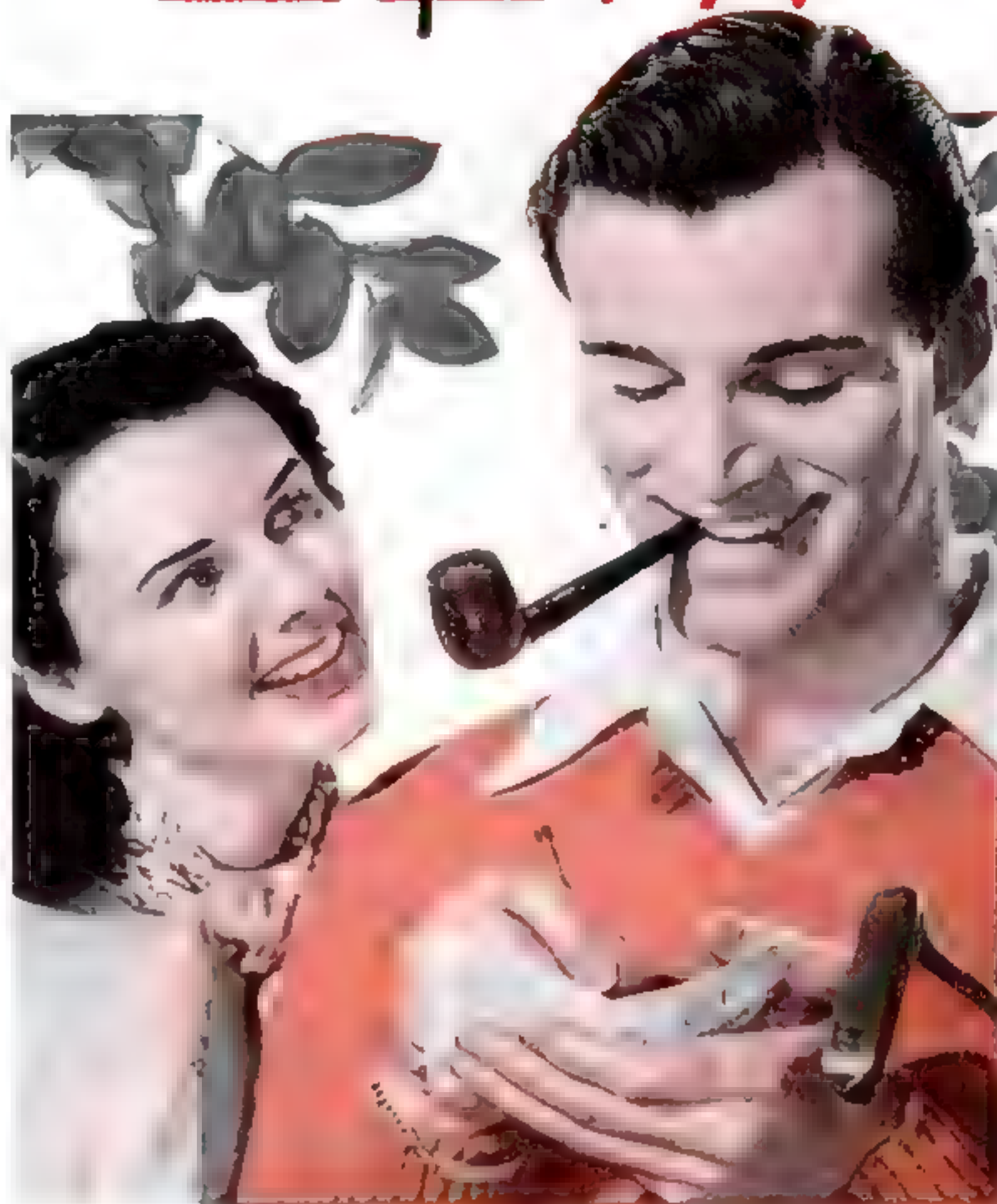
This whiskey is 5 years or more old, 86 proof
Schenley Distilleries, Inc., Louisville, Ky.





SUNNY SIDE OF GARDEN, where butler tried to dispose of ice cream floating in iced coffee, was unpatronized by guests, who huddled in the shade.

Double winner! He's got P.A.*



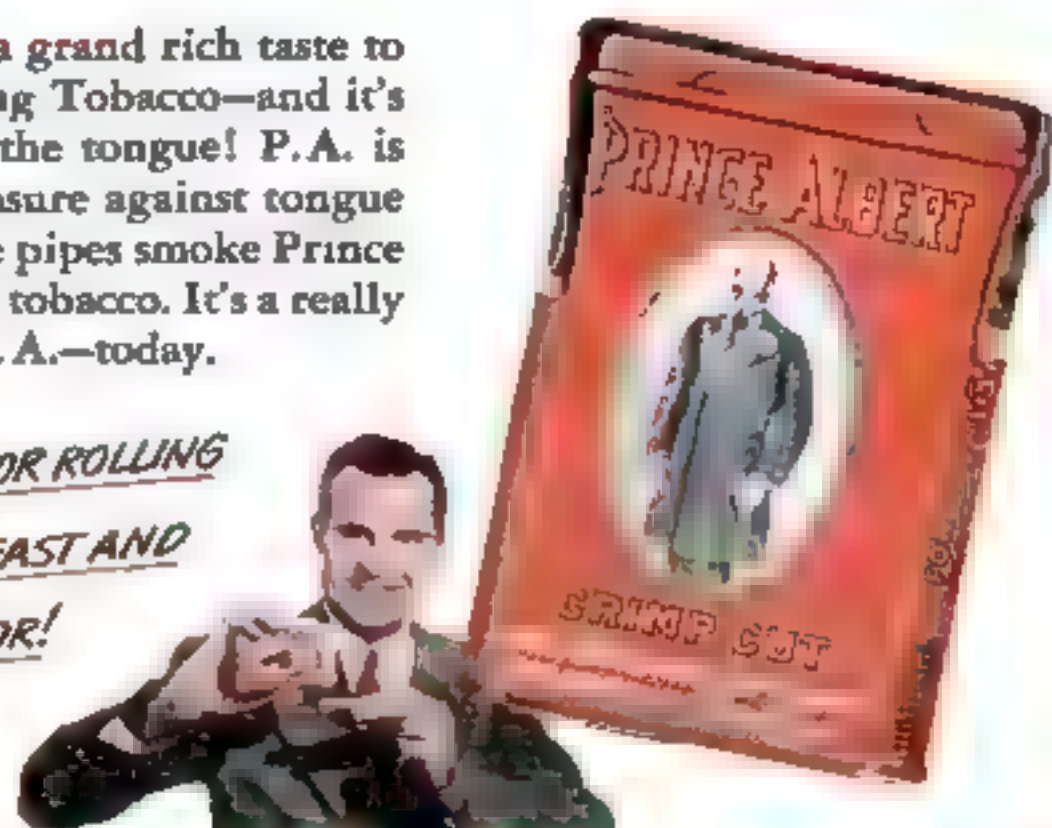
P.A.* means **Pipe Appeal**
 means **Prince Albert**

Women say there's something romantic... something distinctly masculine... about a pipe that adds a lot to a man's appeal.

Men say there's such a grand rich taste to Prince Albert Smoking Tobacco—and it's so mild and easy on the tongue! P.A. is specially treated to insure against tongue bite. No wonder more pipes smoke Prince Albert than any other tobacco. It's a really great tobacco! Try P.A.—today.

A GREAT TOBACCO FOR ROLLING
TOO. P.A. ROLLS UP FAST AND
NEAT. FULL OF FLAVOR!

R. J. REYNOLDS TOBACCO CO.
 WINSTON-SALEM, N. C.



THE NATIONAL JOY SMOKE

THE NEW HALTER BRA SWIM SUIT

So Flattering with a SWEETHEART SOAP Complexion



• The new brief swimsuit shows off your figure! But this young, dashing style demands a fresh, radiant Sweetheart complexion.



So Discover the Floating Lift of SWEETHEART'S Extra Lather!



DISCOVER SWEETHEART'S 1-2-3 Extra Lather BEAUTY CARE! Night and morning, massage your face for one minute with Sweetheart's extra lather. Rinse with warm—then icy cold water. See these 3 glorious results. Your skin is cleansed...stimulated...more radiant!

• The smartest beach fashions demand a softer, smoother, lovelier skin! So depend on Sweetheart Soap's 1-2-3 Extra Lather Care for its wonderful beauty help.

Pure, mild Sweetheart gives up to twice as much lather as average beauty soaps. And this soft, billowing lather has a gentle floating lift. Pictures taken through the microscope prove it.

Countless bubbles bathe the outer pore openings...lift off—float away—dirt and dry skin flakes. It's such a gentle way to help reveal your skin's true loveliness with all its natural smoothness, natural radiance!

The Soap that AGREES with Your Skin



• For tub and shower, you can now also get the new, large bath size. Sweetheart's extra lather with its floating lift is marvelous.



COPENHAGEN REPAIRMAN TELLS DANISH-BORN WATSON HE HAS NO TIRES

BIKE ON ROLLER SKATES

U. S. soldier in Denmark enlists his ingenuity and Copenhagen kids to solve tire shortage



SURROUNDED BY YOUNG DANES, who have heard rumor that "there's a crazy American buying up roller skates," Watson picks out likehest looking



WATCHING KIDS ROLLER-SKATING, HE GETS AN IDEA, CALLS ONE OVER

The wartime conflict between Europe's shortages and Americans' traditional refusal to "do without" continues to be happily adjusted. On furlough in his birthplace, Copenhagen, a GI named Albert Watson found his sightseeing plans frustrated by a flat tire on his bicycle. With no tires to be had in Copenhagen, Watson was faced with summary defeat until he saw a group of children roller-skating in a playground. Inspired, he called them over, picked out one good pair of skates, paid 10 kroner (\$2.08) for them, tied one to the front rim of his bike and set off, five-wheeled and triumphant, through town.



pair of skates and pays the owner 10 kroner. Then (next page) he rips off the bicycle tire and tube and mounts the skate on the rim of the front wheel.

CONTINUED ON NEXT PAGE

TAN

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SUTRA

FILTERS SUN SPEEDS TAN

the famous
**one-day
way**

no other product lets you
tan more quickly
yet more safely!



Gain extra hours in the sun... acquire a glorious tan safely in a single day with SUTRA.

Use SUTRA... it blocks out the burn rays... lets the tan rays come through... permits prolonged exposure without risk of painful sunburn.

Use SUTRA... for only SUTRA employs hydroquinone... the wonder sun filter of modern science... to screen out burn rays.

Use SUTRA... either SUTRA Lotion or SUTRA Cream, whichever you prefer. Both are highly effective... lightly scented... non-greasy... so easy and pleasant to use.



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"DISHONORED LADY"
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with a whole galaxy of flattering fashions.
Choose several styles and colors, for Hollywood
says a sunglass wardrobe's the latest thing!
Beautiful! Safe! And so very inexpensive!



Grantly

Sunglasses

Bike on Skates CONTINUED



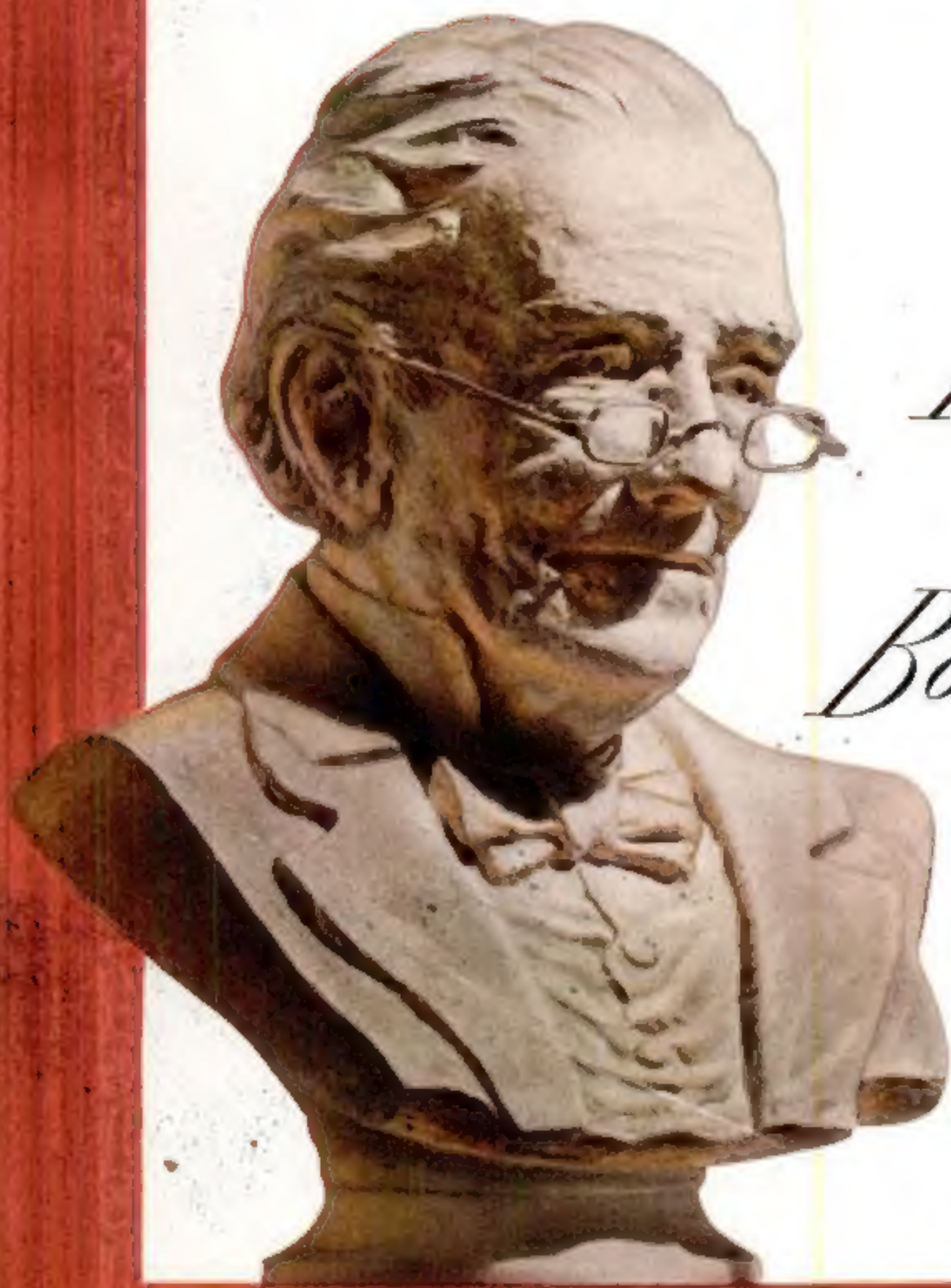
INVENTOR WATSON examines finished product, consisting of a skate and some string. Born in Copenhagen, Watson was a circus artist before the war.



SKEPTICAL KIDS, who did not believe the idea would work, follow Watson delightedly on his trial spin. Watson is with the U.S. forces in Germany.



TRIUMPHANT CYCLIST, his front wheel tied to the fork to keep it from spinning, sets off on deferred sightseeing expedition around his native town.



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of the
Bourbon
Family*

The mellow, heart-warming taste of Old Grand-Dad reflects the pride of its maker in having achieved such rare goodness. Perhaps you yourself have noticed how often Old Grand-Dad graces the head of the table—especially when the occasion calls for a whiskey of such traditional excellence that only the Head of the Bourbon Family can qualify for the honor.

OLD GRAND-DAD

National Distillers Products Corporation, New York



100 Proof



Intermission . . . Have a Coca-Cola

Dancing's fun, but so are those in-between times when you stop and sit one out. That's when it's nice to relax and enjoy *the pause that refreshes* with ice-cold Coca-Cola. Have a *Coke* you say to your partner when the music

stops—and you're set for a refreshing and friendly intermission.

* * *

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